



# HEAD OF FUNDRAISING AND MARKETING

**JOB TITLE:** Head of Fundraising and Marketing

**SALARY:** £38,822 - £42,462 Per annum.  
Permanent contract.

**REPORTING TO:** Chief Executive Officer

**HOLIDAYS:** 24 (Excl bank holidays) increasing to 27 days after 5 years

**LOCATION:** Hybrid/Portsmouth office base (min 50% time spent within the office).

**HOURS:** 37.5 hours per week

**RESPONSIBLE FOR:** Fundraising and Marketing team comprising of a Corporate, Community and Events Manager, Fundraising Relationships Lead, Fundraising Administrator, and Digital Marketing Assistant

## A BIT ABOUT MOTIV8

Motiv8 is a vibrant local youth charity which supports young people and their families who may be lacking in opportunities, are marginalised and experiencing disadvantage. Our vision is to create safer communities where young people feel inspired and empowered to reach their potential and thrive.

Our work takes place in the heart of the community, with teams based from Motiv8 centre's in Portsmouth, Havant, Gosport and Fareham. Motiv8 provides free access to youth mentoring, family support, group work, wellbeing provision, youth clubs, street-based youth work, employability programmes and much more!

We pride ourselves on working collaboratively, building upon the individual, family and communities strengths. We are a values led organisation and this transcends all we do.

## WHAT IS THE ROLE

Over the past 5 years Motiv8 has successfully grown its support and we have seen a huge increase in young people and families who are seeking support. As we embark upon the next stage of our journey, we are looking for an experienced, enthusiastic, self-starter to join our dedicated team who wants to be part of a charity that passionately believes in making long-term positive difference.

Telephone: 02392 832727

Registered charity number: 1069085

Website: [www.motiv8.org.uk](http://www.motiv8.org.uk)

Address: Unit 2 Cumberland Gate, Cumberland Business Centre, Portsmouth, Hants, PO5 1AG

This is an exciting time to join us and help increase the amount of non-statutory funding the charity receives and grow our unrestricted income, to better support our communities. You will work closely with the Chief Executive Officer and Head of Operations to develop and lead on the Fundraising and Marketing Strategy. You will play a pivotal role in achieving fundraising targets (typically 3:1 return on investment) and bring the charity's aims to life.

You will have excellent communication, networking and relationship building skills and be able to engage different audiences, such as potential donors, existing supporters, staff, media, and the public.

You will have strong people management skills to lead a high performing team and be comfortable managing multiple tasks and projects alongside meeting income generation targets. You will have previous experience in securing income, fundraising, marketing and /or sales.

## WHAT DOES A DAY IN THE LIFE OF THE ROLE LOOK LIKE?

Motiv8 is a dynamic and exciting organisation to be a part of, with no one day the same. You will be responsible for developing new strategies to expand the charity's reach, visibility and increase income.

You will lead, manage, and inspire a small but committed fundraising team, researching and submitting funding applications alongside helping to plan and execute fundraising campaigns, events and activities that generate income for the charity. You will also be responsible for ensuring effective systems are in place to support income generation and communications.

Establishing and cultivating relationships is an important part of the role and will include attending networking meetings and events, meeting with new and existing donors/supporter, and having regular dialogue with our funders sharing the positive work of the charity. This will also include arranging and accompanying funders and potential funders to see our work in action.

You will have the opportunity to arrange visits and spend time with operational teams, gaining a deeper understanding of Motiv8's work. You will work closely with the Head of Operations and CEO to understand gaps in provision, good news stories, and areas for development.

You will form part of the senior management team and work directly with CEO and with board members, to help shape and deliver the organisations strategy and vision.

## WHAT WE OFFER

In return for your hard work, we offer:

- Positive, supportive work culture. We are an IIP provider with strong leadership and a supportive, 'can do' culture cited in our independent evaluation.
- Continued wellbeing and welfare support to staff, with 24 hour counselling access through the company Employee Assistance Program.
- Comprehensive training package and job role progression routes
- A rewarding work environment where you can make a difference

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# OUR VALUES

TRUSTED RELATIONSHIPS

QUALITY

COLLABORATIVE

EMPOWERING

COMMITTED



## WHAT WILL I BE DOING?

### KEY RESPONSIBILITIES

#### Strategic

- To lead and develop Motiv8's Fundraising and Marketing Strategy, working closely with the CEO, Head of Operations, Resources and Fundraising Team to ensure it aligns with the organisations overall strategic objectives, mission, vision and values
- To build and develop close working relations with Motiv8 Board of Trustees, Advisors and Supporters
- To be part of the senior leadership team and contribute to all aspects of Motiv8's business.

#### Staff, Volunteer and Resource Management

- To lead, manage and develop the fundraising and marketing team, providing regular supervision and support, ensuring good HR practice is observed.
- Identify opportunities within the fundraising team to recruit volunteers, student placements and interns, providing appropriate support and supervision.
- Oversee the management of Donorfly our fundraising/customer relations database.
- Manage and monitor the fundraising and marketing budget.

## **Fundraising and Relationships**

- To lead, and develop Motiv8's fundraising and marketing strategy, with an annual project plan and targets, working closely with the CEO, Head of Operations and Fundraising Team to implement this.
- To grow and expand Motiv8's income streams with a focus on unrestricted funding and non-statutory income including; trusts, grants, individual giving, corporate, community, major donor, events, legacy, and digital fundraising.
- To lead and inspire the fundraising and marketing team to meet or exceed a defined set of KPI's and an annual team fundraising target of 3:1 Return of Investment (ROI) and a stretch target of 4:1 (ROI)
- To work collaboratively with the Chief Executive Officer and Board of Trustees to develop, maintain and cultivate relationships, with new and existing supporters, providing excellent stewardship.
- Ensure donors and supporters are kept informed of progress and key milestones, alongside any other monitoring requirements.
- Attend networking meetings and forums as an ambassador for Motiv8, promoting the work of the charity, building a supporter base, and providing presentations where appropriate.
- Prepare and submit high quality fundraising applications, documents, press releases and proposals including applications to major trusts and grants.
- Manage specific conditions attached to any grant or donation, preparing progress or end of year reports where required.
- Ensure appropriate systems are in place to research, spot and act upon new fundraising or awareness raising.
- Ensure Fundraising activities are legally compliant, including compliant with Fundraising Regulations, and the Institute of Fundraising best practice.

## **Marketing**

- Develop and implement a Marketing and Communications strategy and plan, enhancing the organisations brand and fundraising opportunities.
- To have overall responsibility for the organisations internal and external communications, working with the Board of Trustees, CEO, Senior Management Team and Stakeholders
- To lead on the organisation's communications materials, ensuring that messaging is consistent, effective, innovative and accessible to a wide range of audiences.
- Develop Motiv8's positive media coverage including; preparing press releases, radio interviews, podcasts and other media requests.
- Oversee the digital marketing assistant and any other relevant outsourced partners to develop and manage digital content and social media marketing programs.
- To work with a duty of care and to safeguard and be respectful of beneficiaries, when sharing their journeys.

## **Other Responsibilities**

- To ensure the highest level of standards of data capture, in accordance with GDPR Regulations.
- Be proactive in keeping Motiv8's values alive

- Maintain accurate records to include details of all individuals, community, corporate and business organisations, grant making bodies and foundations, approaches made, outcomes, donations and responses using Motiv8 Fundraising CRM.
- Ensure Health and Safety Standards are adhered to e.g. risk assessments for fundraising events, working closely with the Health and Safety Manager.
- Carry out other reasonable duties as requested by the Chief Executive Officer

## PERSON SPECIFICATION

### Essential Criteria

#### KNOWLEDGE AND EXPERIENCE

- Knowledge of fundraising best practices and the third sector
- Knowledge of GDPR in a fundraising context
- Previous experience of Fundraising, Marketing and/or Sales experience
- Experience of networking and relationship management with a variety of different stakeholders/partners.
- Experience of marketing and using a range of communications channels

#### SKILLS, ATTITUDES AND VALUES

- Excellent communication, interpersonal, presenting and storytelling skills, with the ability to liaise with people at all levels, through various modes of communication (telephone, face to face, writing)
- Strong organisational skills; able to manage multiple tasks and projects, prioritise your workload, meet deadlines and track progress and results.
- Able to build long-term relationships with potential donors or volunteers and persuasively explain the charity's cause
- Good at researching and devising strategies, as well as spotting and acting on donation opportunities
- Ability to work under own initiative, identify objectives, prioritise work, handle pressure and take decisions which may be of major significance.
- Good attention to detail with excellent writing, editing and proofreading skills
- Good people management skills
- Competent IT skills, including Outlook, Excel, Word, PowerPoint, CANVA
- Strong organisational skills
- Natural and effective relationship builder/networker, with emotional intelligence who can relate to people at all levels
- Commitment to anti discriminatory practice and equal opportunities
- Willingness to work occasional unsocial hours, as required
- Creative thinker able to be flexible in a fast paced environment
- Ability to manage workload working both in a team and on own

### Desirable Criteria

#### KNOWLEDGE AND EXPERIENCE

- Knowledge and awareness of the power of youth work
- Experience of managing staff and developing a team

- Experience of using customer relations databases and CRM's

## QUALIFICATIONS

- Institute of fundraising Diploma in Fundraising or equivalent level qualification
- Management qualification

## NEXT STEPS

To apply for this role, please submit a CV and completed supporting statement to [marina.tuck@motiv8south.org.uk](mailto:marina.tuck@motiv8south.org.uk). For any queries on this role, please e mail Marina Tuck on this e mail address. To download the blank supporting statement, please click on the link below.

[Blank supporting statement](#)

The closing date for this role is **24 September 2023**

### What happens next?

Successful candidates will be asked to attend a 30 minute virtual interview on **28 September 2023**, to outline their interest in the role and their reasons for applying, to provide a brief overview of their experience and to ask any questions.

If successful at stage 1 you will be given a short assessment to complete and return before the stage 2 interview on **5 October 2023**. This will be a short overview of what you think are the priority funding areas to develop in your first 6 months in the role.

The stage 2 interview will take place at the Motiv8 office at Unit 2 Cumberland Gate, Cumberland Business Park, Portsmouth, Hants, PO5 1AG. Interview questions for this interview will be provided to you before you attend. You will also be asked to come with a prepared short presentation on "what do you think are the fundraising opportunities for medium sized organisations (£1.5 million) and how would you focus on these"

Motiv8 is committed to equal opportunities, safeguarding and promoting the welfare of children and young people. Applicants must be willing to undergo child protection screening appropriate for the post, including checks with past employers and the Disclosure and Barring Service (DBS)

## SOCIAL MEDIA LINKS

For more information, find us on the following social media



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