



JOB DESCRIPTION

Marketing and Fundraising Manager

Responsible to:	Chief Executive
Salary:	£36,905 -£46,132 FTE (pro-rata)
Working hours:	21 hours per week
Annual leave:	24 days, pro rata (accruing a day a year up to maximum of 28 days, pro rata) plus Bank Holidays
Office base:	Bermondsey Office with opportunity for some home working.
Contract Type:	Permanent

Future Men (FM) Board of Trustees may award cost of living salary increases annually, however it is at their discretion.

ORGANISATIONAL BACKGROUND

Future Men is a specialist charity that provides emotional and practical support for boys and young men along the path to becoming dynamic future men. Through our practice-led services, we work with boys and men from childhood to Fatherhood to help them become healthy future men. From structured school programmes and youth hubs to individual one-to-one sessions and outreach work, we provide the vital support and advocacy that changes boys and young men's lives for the better. All our work promotes the seven positive characteristics of resilience, inclusiveness, empathy, resourcefulness, reflectiveness, non-violence and curiosity.

Our Vision: is a better future for every boy, every man and everyone

Our Mission: is to inspire boys and men to become dynamic future men, by giving them the confidence to discover what it means to be a man.

Our programmes aim to improve resilience, attainment, self-efficacy and mental wellbeing whilst also indirectly addressing issues related to gender-based violence and gender equality.

MAIN PURPOSE(S) OF POST

As Marketing and Income Generation Manager you will be responsible for working with the CEO and Senior Leadership Team to develop new areas of work and support existing programmes with funding and communications. The role also manages processes and systems in monitoring, evaluation, organisational learning, and knowledge management.

KEY RESPONSIBILITIES

1. Marketing

- Generate new business by researching and identifying new delivery partners, make contact and engage relevant stakeholders, negotiate contracts, support delivery staff implementation of the relevant programme in new venues, for priority areas as identified with the SMT.
- Support the development of new initiatives including scoping, research and service design.
- Lead on our external communications in partnership with SMT and programme staff, including social media platforms, our website and new forums.

2. Income Generation

- Research, apply to and manage relationships with a range of current and new funders across a range of funding sources.
- Maintain the funding pipeline for Future Men, highlighting future funding needs.
- Work with Heads of Programmes to develop cases for support for their programme areas and assist them to effectively report to funders and other partners.
- Keep an overview of funder reporting requirements and develop systems to ensure that reports are submitted in a timely manner.

3. Monitoring, Evaluation, Organisational Learning and Knowledge Management

- Work with Heads of Programmes to develop procedures and processes for a consistent approach to monitoring and evaluation, including training for staff.
- Working with SMT, review and develop procedures and processes for knowledge management/organisational learning

4. General

Carry out other related duties as may from time to time be required to fulfil the mission of FM.

5. Standard Clauses

- To work within all policies, procedures and budgets agreed by the Board.
- To always act in the interests of FM.

Person Specification

We require the post holder to be able to demonstrate all the person specification and competencies listed below to a high level. We will be looking for evidence of all these areas during the selection process.

Qualifications

1. Educated to degree level or equivalent or with demonstrable relative work/lived experience

Experience

2. Proven experience of communications work with a wide range of audiences.
3. Experience of developing and implementing effective marketing strategies, including writing funding bids and reports.
4. Experience of translating strategic aims into practical plans, identifying and managing resources.
5. Experience of promoting diversity, inclusion and equal opportunity practices.
6. Experience of coordinating, planning and organising activities.
7. Experience of coordination of the development and delivery of services in community settings, would be desirable but is not essential.

Knowledge

1. Knowledge and understanding of marketing principles and practices and how to apply them to achieve results for the 'not for profit' sector.
2. Knowledge of evaluation and research methodologies including current trends relevant to the third sector.
3. An understanding of planning and coordinating activities and project management.
4. Knowledge of digital marketing media and desk top publishing.

Skills and Abilities

1. Ability to communicate concisely both orally and in writing with a wide range of audiences.
2. Ability to maintain positive working relationships, based on self-awareness and openness to making personal changes.
3. Confidence, adaptability and stamina to rise to new challenges and deliver results.
4. Takes responsibility for own continuous learning and professional development.
5. Ability to use IT systems, in particular Microsoft office and Excel.
6. Ability to source and develop new ideas and to implement and solve problems and bring about improvements to services and resources.

Personal attributes

1. Commitment to the vision, mission and values of Future Men.
2. Flexibility to support some weekend and evening work is required.
3. Ability to travel within London on a regular basis and nationally if needed.