

Marketing & Fundraising Officer	
Salary	£25,137.20
Working hours	37.5 hrs per week 5 days per week
Responsible to	Head of Business Development & Partnerships (as member of the business team)
Appointment type	Fixed Term Contract till 31/03/26 (with a view to extending, subject to funding)
Location	21-23 Pelham Road, Carrington, NG5 1AP and home working

About the team
Self Help UK (SHUK) exists to grow the Health, Capacity and Learning of the self help sector. We're committed to shaping the national self-care agenda by connecting people to the support, information and education they need to thrive. We are a community development charity with a specific focus on wellbeing. We are the sector body focused on empowering the Self Help sector, and early pioneers of what is now known as social prescribing. We exist to grow the Health, Capacity and Learning of the self help sector. Sometimes we lead delivery, and sometimes we work through trusted partnerships. We do this through a place based network of local, regional and national partners. Job Purpose: To lead on the delivery of marketing activity across Self Help UK and also support our fundraising and income generation activities. This role will play a key part in raising funds to support our delivery programmes, driving our digital and communications strategy, and building our profile locally and nationally. The postholder will be responsible for securing income from trusts, foundations, and donors, and for enhancing engagement through marketing campaigns, website management, and digital storytelling.

Duties and Responsibilities
<u>Marketing and Digital Communications:</u> • Develop and deliver marketing plans and content to promote Self Help UK's work both locally and nationally. • Manage and update the Self Help UK website, ensuring relevance and clarity, including managing third-party suppliers. • Plan and manage social media content across platforms including X, LinkedIn, Instagram and YouTube. • Design and circulate newsletters and digital updates to funders, stakeholders, and supporters. • Collaborate with internal teams to gather information for stories and campaigns that demonstrate impact.

- Support the monitoring and evaluation of digital campaigns, marketing performance and engagement metrics.
- Provide the Self Help (peer and community) groups that Self Help works closely alongside an element of support, development and practical services.

Fundraising and Income Generation:

- Contribute to and implement the charity's fundraising strategy.
- Research and write compelling funding bids to trusts and foundations.
- Develop and maintain relationships with existing and prospective funders.
- Maintain accurate funder records and oversee funding deadlines, acknowledgements and reporting.
- Work with project leads to produce case studies and impact reports to support bids.
- Collaborate with the Head of Business Development & Partnerships on income generation through consultancy, workshops, and training services.
- Support donor stewardship, including creating and managing communications that retain and grow supporter relationships.
- Explore new fundraising opportunities including events, corporate partnerships, and individual giving.

Partnership working:

- To contribute to and support working groups, steering groups and similar initiatives related to new developments.
- To develop and maintain effective links and partnerships with health, and social care professionals, and other 'system' partners as required.
- To develop effective partnership with community based organisations and community assets within Nottingham and across the UK.

Monitoring, Reporting and Admin:

- Maintain monitoring information for funders, including impact reporting and data collection.
- Provide quarterly fundraising and marketing updates for internal reporting and board papers.
- Ensure compliance with GDPR and other relevant legal or organisational policies.
- Manage the organisation's email and website queries.

Other duties and responsibilities:

- As part of the office team, assist with general administrative duties including answering incoming phone calls, hosting visitors, supporting volunteers etc.
- To facilitate staff meetings and related events and generally contribute to the effectiveness of the organisation.
- To work in accordance with the vision, mission and values of Self Help UK and to observe policies, procedures and working practices set out by the Board of Trustees
- To carry out any other responsibilities that reasonably falls within the scope of the post-holder and to assist with any reasonable duty at the request of the Board of Trustees

Person Specification:

Essential:

- Experience of fundraising from trusts, foundations or similar (including funding research)
- Demonstrated ability to write persuasive funding bids or donor communications.
- Experience developing and delivering marketing and social media campaigns.
- Experience managing website content.
- Excellent written and verbal communication skills.
- Ability to prioritise and manage multiple projects and deadlines.
- Proficiency in Microsoft Office and familiarity with content management systems.
- Ability to work independently and take initiative.

Desirable:

- Understanding of the charity or voluntary sector.
- A working knowledge and experience of using AI
- Experience using email marketing tools (e.g. Mailchimp).
- Basic video editing or content creation for social media.
- Experience developing and managing donor databases (e.g. OnePage).
- Awareness of community wellbeing, self-help, or social prescribing sectors.
- Experience of working closely with volunteers

* Self Help Nottingham has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect, for example a UK/EEA passport or identity card; a full UK birth certificate; a Home Office document or visa evidencing the right to take this employment. Please note that the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post.



Self Help UK is proud to be a Disability Confident Employer, committed to inclusive recruitment and supporting employees with disabilities.

We encourage applications from individuals of all backgrounds, including those with disabilities, and are happy to discuss any reasonable adjustments required during the recruitment process.