Ref. Fund-Raising and Marketing Manager (April 2024)

**BALLYMENA ACADEMY**

**FUNDRAISING AND MARKETING MANAGER**

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| **Job Title:** | Fundraising and Marketing Manager |
| **Reporting to:** | Principal and Board of Governors. |
| **Status:** | Permanent. |
| **Salary:** | Salary will be commensurate with the responsibilities of the post and will be determined in consultation with the successful applicant. |
| **Terms and Conditions:** | Appointment is made subject to the understanding that the post-holder continues to fulfil the role, discharge the responsibilities and carry out the key tasks to an acceptable standard.  Appointment to the permanent post will be subject to the successful completion of a probationary period of 12 months.  It is envisaged that the post will be full-time (37.5 hours per week) including occasional “out of hours” working as required. |
| **Role:** | To work with the Board of Governors under the direction of the Principal, to deliver the Fundraising and Marketing Strategy and to increase income for Ballymena Academy.  This role is a unique opportunity for an innovative, creative and highly skilled individual to lead the marketing activities and promotion of Ballymena Academy. The post-holder will cover the whole spectrum of marketing and fundraising duties and needs to think strategically as well as work operationally as this is a hands-on role. They must be confident in representing Ballymena Academy externally and co-ordinate and maintain strong working relationships. They will support the development and implementation of both a Marketing and a Fundraising strategy within the school, to deliver upon targets for growing income. |
| **Responsibilities**  **and Key Tasks:** | To assist all aspects of Fundraising and Marketing for Ballymena Academy by:   * building, in conjunction with the School’s Marketing Sub-Committee, a strategic Fundraising and Marketing plan for Ballymena Academy; * organising major fundraising initiatives (on a minimum of an annual basis); * enhancing the sponsorship opportunities available within the school and expanding the range of school sponsors; * devising a campaign to increase donor engagement for alumni (and others); * promoting fundraising for major capital projects; * identifying and establishing links with alumni through a B.A. Foundation, in liaison with the Past Pupils’ Association, including creation of an ambassador group of alumni; * enhancing the promotion of the Education Enrichment Fund; * producing engaging content for our website and social media platforms which attracts our target group; * contributing to the creation of a Ballymena Academy brand (including digital marketing); * liaising with other staff and assisting on completion of applications to secure grant funding for school projects; * attending and contributing, as required, to meetings of Sub-Committees of the Board of Governors * liaising with the School Communications and Marketing Team in the promotion of Ballymena Academy; * overseeing appropriate fund-raising targets for each year in consultation with the Principal and reporting on these on a monthly basis; * ensuring all donors are appropriately thanked, acknowledged and recognised; * leading other staff, including the Teacher i/c Marketing, Fundraising and Alumni support, in implementation of the Fundraising and Marketing Strategy; * recruiting and involving senior pupils, as appropriate; * drawing up and implementing action plans and schedules.   This list cannot be regarded as definitive; tasks may change over time and it is important that the person appointed shows flexibility and a willingness to adapt in the face of changing needs and carry out such other reasonable, related tasks as the Principal may from time-to-time require. |
| **PERSON SPECIFICATION – FUNDRAISING AND MARKETING MANAGER**  The successful applicant will have:   * Demonstrated ability to provide leadership. * Demonstrated ability to work as part of a team. * Strong written communication skills, particularly in creative and persuasive writing. * Superb verbal communication and time-management skills. * Strong IT skills, particularly digital communication. * Experience of working within tight timeframes/deadlines. * Project Management and/or event management experience a benefit. * Previous experience within a school environment not necessary but beneficial.   **Criteria**  Applicants must have:   * A strong academic record, ideally to degree level or equivalent. * A minimum of three years’ experience in Fundraising and/or Marketing. * Ability to demonstrate a track record of successfully meeting and exceeding targets.   It is desirable that applicants have:   * Ability to illustrate the creativity required to engage alumni and other potential donors. * Experience in developing a brand for an organisation. * Experience in the education sector. * Experience in Event Management. * Qualification related to the delivery of the role.   You may be required to carry out other duties as may be proportionate with the post which do not change the character or purpose of the post and which are necessary to meet the needs of the School and maintain high standards of business practice. This job description may therefore be altered from time-to-time to meet the changing needs of the School.  The successful applicant will be subject to an enhanced AccessNI check. The successful applicant will not be able to commence employment until this check has been successfully completed.  We reserve the right to enhance the aforementioned criteria in order to facilitate short-listing. | |