

## **JOB TITLE: Fundraising, Marketing & Events co-ordinator**

### **Main Responsibilities**

- To support the Fundraising, Marketing & Events Manager in delivering the organisation's key objectives to both generate income for, and communicate more widely, the activities of the Trust.
- The role is a key function both within the Fundraising Marketing and Events team and the wider HQ team, Group Leaders, Regional Officers, Trustees, other volunteers and supporters.
- To develop and improve communications between the Trust and the general public.
- To increase the general income of the Trust.
- To assist in the purchase and the sale of branded merchandise items

### **1. Fundraising:**

- To assist in the support of existing fundraising activity and to work with the Fundraising, Marketing & Events Manager to develop new areas of income generation within the Trust's overall fundraising strategy.

Areas of activity included cover:

- National and Regional Event Activity (e.g. walks/rides/etc)
- Christmas Cards and Trust Merchandise
- Mobile Phone re-cycling activity
- Third Party Activities (including Trust own)
- E-marketing programmes

Development of specific fundraising materials as identified

- (e.g. posters; sponsor forms; fundraising packs etc)

- Ensure the delivery of effective support to Group fundraising
- Ensure the delivery of an effective central trust fundraising programme
- Develop and manage events and fundraising campaigns that will increase the general funding of the Trust
- Support the management the production of promotional material for use in fundraising and PR activities

### **2. Communications:**

- To assist the Fundraising, Marketing & Events Manager in ensuring effective internal and external communications.

Specific activity to include the:

- day-to-day update of the supporter database

Areas of activity included cover:

- support raising the profile and visibility of the Trust
- communications with all supporters and donors (e.g. thank you letters etc)
- development of Trust materials (e.g. newsletters etc)
- Ensure the coherence of the Trust's internal communications
- Develop the 'corporate image' of the Trust and ensure effective communication with the general public
- Ensure that supporter communications and the work of the team support the work of the department.

### **3. Merchandise:**

- To work alongside the Fundraising, Marketing & Events Manager to:
  - identify, order and market the Trust's Christmas cards
  - identify, order and market the Trust's range of other HCPT merchandise
  - record and monitor the sale of the Trust's Christmas cards and merchandise
  - identify stock levels and ordering points for materials

#### **4. Marketing:**

- To support the Fundraising, Marketing & Events Manager in the marketing of the Trust, its annual Pilgrimage to Lourdes, and the development and usage of other Trust facilities:
  - specifically supporting the development of materials (leaflets, posters etc)
  - any other materials that are identified for development (e.g. adverts for local/national press inclusion etc)
  - Support content and development of the Trust website with regards to events and other marketing/fundraising initiatives

#### **5. Other Tasks and Responsibilities:**

- To work with the Fundraising, Marketing & Events Manager and the Administrator to ensure the delivery of team and Trust targets and objectives Communications when requested
- To manage and maintain the Trust supporter database to ensure the delivery of the team and Trust key objectives
- Ensure the most efficient use of HCPT's resources in achieving its aims;
- Ensure HCPT's practices and output reflects its values, including observance of equal opportunities.
- Assist in the smooth and efficient operation of the offices of HCPT – The Pilgrimage Trust.
- To be familiar with all policy, procedures and protocols of HCPT
- To become familiar with the office equipment and its operation
- To develop and maintain an efficient and clear method of record keeping
- To be familiar with the operation of the Easter and Hosanna House pilgrimages and the use of the Villa
- To deal with the public and our staff and volunteers at all times in a professional, warm welcoming and friendly manner
- To answer queries, requests or complaints in a professional manner
- To encourage and support the efforts of our staff and volunteers – Regional Officers, Group Leaders and Volunteer Carers.
- To establish a good working relationship with our sister organisations IHCPT, ASCPG, DUH, etc.
- To keep accurate and up-to-date financial records as required by the Director of Finance
- To source and secure funding for HCPT
- To maintain confidentiality
- To ensure that all reasonable care is taken for the health and safety of yourself, other employees, visitors and other persons on the premises of HCPT
- To report and where possible take action on incidents of accident or damage
- To ensure that all materials and equipment are not left in a hazardous state
- To be familiar with the Health and Safety Statement for Offices of HCPT
- To deal with any complaints in a professional manner and notify the Chief Executive of these.
- To carry out any other duties notified to you by the Chief Executive or Board.