

## Job Description

**Job Title:** Marketing & Fundraising Manager  
**Reports To:** Chief Executive  
**Hours:** 35 hrs per week  
**Salary:** £34,500 - £37,000 (depending on experience)  
**Contract:** Permanent Full time

### Application Instructions:

To apply, please send a explaining why you would make an excellent Marketing & Fundraising Manager along with a completed application form and current CV to:

Recruitment Department (Private & Confidential)  
JOB REF (19MFM)  
Glasgow City Mission  
20 Crimea Street  
GLASGOW  
G2 8PW

Or email: [info@glasgowcitymission.com](mailto:info@glasgowcitymission.com) with the subject line Job Ref 19MFM

**Please note:** Previous candidates need not apply

### Glasgow City Mission Vision

We want to see our city and its people flourish, where people are accepted and can experience real change in their lives.

### Position Summary

The post holder will require both enthusiasm and passion for our work as well as an innovative approach to take the lead role in our fundraising and marketing activities, in line with the Service Plan. The Marketing and Fundraising Manager will be responsible for the continual development and implementation of the organisation's fundraising and marketing strategy. The Marketing and Fundraising Manager will also undertake direct fundraising activities as outlined in the strategy and will be responsible for the organisation's publications and external communications. With a biblical understanding of giving you will develop meaningful relationship with donors and champion them within Glasgow City Mission.

### Essential Job Functions:

- Continue to develop and manage the fundraising and marketing strategy in light of the needs of the organisation and best practice.
  - Oversee the implementation of the strategy working in partnership with, Board members, staff and others as appropriate.
  - Form part of a Management Team that is responsible for the strategic direction and daily decision making of the charity.
  - Participate fully in prayer meetings with Glasgow City Mission staff and volunteers for the work of the charity
- Raising sustainable budgeted income figures through key stakeholder groups including individual donors, churches, corporates, schools, community groups and charitable trusts.

- Manage donor development including the current donor base and developing the donor base.
  - Oversee the effective management of the charitable trusts database and application process, maximising income from this source.
  - Sustain and grow key relationships with churches including representing Glasgow City Mission to church groups through speaking and prayer engagements.
  - Successfully facilitate a variety of fundraising and profile-raising events.
- Manage the Glasgow City Mission brand and all communications.
    - You will lead and develop all external communications to stakeholders and be able to communicate Glasgow City Mission's Christian theological understanding of its ministry.
    - Raise awareness and profile of the charity through marketing communications techniques including digital marketing, above the line and direct mail. By developing effective media relationships, you will seek to ensure Glasgow City Mission continues to enjoy a strong and positive media presence.
    - Develop and maintain the charity's web site and social media channels
    - Ability to communicate to a volunteer base.
    - Represent the organisation in a professional and positive manner to outside bodies, in particular supporters, funding organisations and media
- Continuously monitor and evaluate the results of fundraising and marketing activities
  - Line management responsibility for the Marketing and Fundraising Officer.
  - Manage key supplier relationships including design, web and print.
  - Undertake any training considered appropriate by the organisation and the demands of the post.
  - Undertake any other tasks commensurate with the post as directed by the Chief Executive.

### **Job Requirements:**

Applicants should also have a Christian faith and a live church connection. This is a Genuine Occupational Requirement in terms of the Employment Equality Regulations 2010.

### **Glasgow City Mission Statement of Faith**

We at Glasgow City Mission are Christians who unconditionally value the people we serve. We believe in the living God who loves us & transforms lives. Because of this, we are inspired to share our faith, have compassion and seek justice for people in need. We are bible based, Jesus centred, Spirit led and dependent on God and the power of prayer.

### **Ethos:**

The ethos of Glasgow City Mission is the motivation for all our work – it is the reason why we do what we do.

It is to work together to extend Jesus' model of the Kingdom of God on earth by living out a lifestyle of love, truth, justice, mercy and forgiveness, according to his teaching. We are inspired by the message, life and example of Jesus through which God's unconditional love for all people is expressed. While this ethos is given life through our relationships, the way we work together and behave with one another, both demonstrates and authenticates our beliefs.

This is all rooted in our faith in Jesus Christ and in his love, which compels us to serve others, putting their needs first. When we work together it is this faith which directs and influences our internal relationships as well as our work with those who Glasgow City

Mission is seeking to serve. In this way we operate on the understanding that our activities are simply an expression of our faith; that our “doing” derives directly from our “being”. There is an essential and indissoluble link between the inner and the outer, the private life and the public face of Glasgow City Mission. The link between who we are and what we do cannot be broken.

**Education:** Educated to degree standard. Qualifications in a marketing and/or fundraising are desirable.

Membership and/or a qualification from the Institute of Fundraising is desirable.

**Experience:** The ability to demonstrate experience in a fundraising and marketing role is essential. Likewise, the ability show effectiveness in fundraising and marketing is also essential.

Experience of donor development, undertaking capital appeals, trust fundraising, event and corporate fundraising is highly desirable and a distinct advantage as is strategic leadership experience within a fundraising environment.

**Skills:**

- Objective strategic thinker
- Commercial entrepreneurial skills
- Creative problem solving
- Analytical
- Ability to maximise opportunities through the Media
- Ability to collaborate with faith and non-faith groups
- Self-motivated
- Leadership
- Excellent public speaking abilities
- Excellent written communication skills
- Excellent organisational and time management skills with the ability to work to deadlines under pressure
- Excellent computer skills, especially word processing, excel, social media platforms, web content management systems and donor database packages. Digital imaging software and video production tools would be desirable.
- Must be able to work well and flexibly as part of a team

**Working Demands:**

Evening and weekend work may be required on a regular basis

**Package:**

- Salary £34,500 - £37,000 per annum (dependant on experience)
- 35 hour working week
- 36 days holiday plus 6 days public holiday
- Contributory pension scheme
- Life assurance of four times annual salary
- Initial 3 month probationary period
- 3 month notice period
- Glasgow City Mission is a member of the Cycle-to-Work scheme

**Glasgow City Mission’s Commitment:**

Glasgow City Mission will ensure that you are given the support you require to undertake the above tasks, including regular supervision and support, an annual review of your performance with appropriate training and personal development input. Glasgow City Mission also commits to providing a safe environment for work. This job description will be reviewed on an annual basis and can be altered in consultation with your Manager.