

Alder Bridge School - Job Description and Person Specification

Marketing and Fundraising Officer

Responsible for:	Marketing and Fundraising
Reports to:	Operations Manager
Hours of work:	Part time - 16 hours per week, term time + 32 hours (2 weeks) - fixed term until August 2019 (with any extension reviewed prior)

Main features of this position:

The Marketing and Fundraising Officer will be responsible for promoting Alder Bridge School, driving income growth and raising the profile of the School. The role will work closely with the Operations Manager, Education Manager and Trustees; in order to deliver and further develop our marketing and fundraising strategy. Adhering to General Data Protection Regulation (GDPR) with regards to all marketing and fundraising activities will also be paramount.

Core Duties

Marketing and Outreach	Managing and updating the School's website.
	Being the contact for and promoting advertising in the School's weekly newsletter.
	Regular posting, managing and monitoring on social media platforms and regional media websites .
	Writing and commissioning content for the website and Facebook, advertisements and press releases for print and online media.
	Analyse marketing data and improve the effectiveness of our marketing efforts.
	Grow our social media audience and visibility on different websites and listings.
	Attend and represent the School at relevant events.
	Foster and develop partnerships with other Schools, media outlets, Steiner Waldorf Schools Fellowship (SWSF) and educational partners.
	Manage and review the marketing budget.
	Help develop an alumni programme.
Fundraising	Implement and develop innovative fundraising initiatives.
	Develop external relationships with potential supporters and donors, including grant giving organisations, corporates, local businesses and community groups.
	Promote the School as an event venue.
	Work with the parents and teachers (PTFA) to promote fundraising at school events and encourage promoting the School at external events.
	identify grant opportunities and prepare applications.
	Meet fundraising targets following previous agreement of the setting of these targets and promote growth.

Required Qualifications, Skills and Attributes

Qualifications / Experience:

Essential	Desirable
Marketing and fundraising experience in the charity or education sector.	Marketing qualification.
Grant writing experience.	Social Media training.
Content creation and copywriting skills.	Grant writing training.
Skills in photography and ability to build a gallery of images for promotional use.	
Good understanding and use of social media platforms, such as Facebook, Twitter and Instagram.	
Understanding of GDPR requirements and ability to ensure all communication is GDPR compliant.	

Skills / Qualities:

Essential	Desirable
Excellent communication skills.	Take an interest in understanding Steiner Waldorf Education and have sympathy with the aims and ideals of the education.
A good level of written and spoken English.	
Demonstrate good interpersonal and collaboration skills.	
Ability to maintain a high level of confidentiality.	
Ability to prioritise work.	
Good organisational ability with good administrative skills.	
Capability of working both as part of a team and independently.	
Resilience and an ability to cope well under pressure.	

Other:

Essential	Desirable
<p>The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.</p> <p>All post-holders are subject to a satisfactory enhanced DBS and barred list check. All staff have to undertake Child Protection Training.</p>	

Successful completion of Child Protection Training (This may be completed once employed by Alder Bridge School, but this must be done within 3 months of appointment).	
Completion of statutory training in Health and Safety, Fire Safety, and GDPR.	

All Administrative roles are subject to review - for this contract there will be a review during the Spring Term (2019) after 6 months from the start date.

Salary

Marketing and Fundraising Officer salary range: £6,420 - £7,110 Per Annum (actual salary)

The job description is subject to review and therefore subject to variation to reflect changes in the requirements of the post.