

November 2021

Thank you for your interest in the full-time post of Marketing and Fundraising Assistant. Please find attached the following information:

- Job description
- Person specification
- General Terms & Conditions of Employment

If you would like to apply for this position, please submit a detailed CV and covering letter by e-mail to Sue Slade, HR Business Partner:

Email: HRmailbox@westdean.org.uk

Closing date for applications: 02 December 2021

We endeavour to respond to all applicants in a timely manner. If, however, you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful on this occasion.

JOB DESCRIPTION

JOB TITLE	Marketing & Fundraising Assistant
LOCATION	West Dean College of Arts and Conservation
DEPARTMENT	Student Recruitment & External Engagement
REPORTING TO	Marketing, Media & Design Manager Student Funding & Outreach Manager

MAIN PURPOSE OF ROLE

The post holder will be responsible for assisting the Marketing, Media & Design Manager and the Student Funding & Outreach Manager with providing support on both Marketing and Fundraising administrative and finance tasks.

GENERAL DUTIES AND RESPONSIBILITIES

Marketing Tasks will include:

- Maintaining and updating a variety of websites relating to business areas, open days, funding and new course and garden visit dates. This will involve liaising with relevant external contacts and renewing bookings, updating copy and images and taking payments.
- Assistance with finance administration to process invoices and raise purchase order numbers.
- Ordering of print materials including banners, postcards and leaflets, liaising with designers, internal stakeholders and print suppliers.
- Assist the Digital Content Officer (Web) with website content updates, ensuring accuracy, adherence to brand tone of voice and SEO best practice.
- Monitoring of the marketing email inboxes for queries, subscriber detail changes, and importing information and ensuring mailing lists are up to date.
- Create and monitor a new Recruitment team section of the College's internal SharePoint site with new branding resources and guidance.

- Responsible for the production and delivery of repeat gardens advertisements and listings and assist the Digital Content Officer with gardens social media content and monitoring.
- Administration of the Photo library which will involve uploading photos, correct tagging of images and videos, and responding to photograph requests from internal departments.
- Update and maintain research on competitors, suppliers and relevant publications as needed.

Fundraising Tasks will include:

- Responsible for the clearance of backlog of donations and reconciliation to the Donorfy database. Importing and updating of donor spreadsheet and liaison with Donorfy to advise on ensuring the data has been correctly mapped out.
- In conjunction with the Finance Department conducting of regular donor reconciliation using Outlook, Excel, Merac and Kinetic databases. Importing data to Donorfy, ensuring all records are up to date and accurate.
- Maintenance of a record of donations and gift aid declarations for the Finance Department and the raising and processing of invoices as necessary, keeping track on income and expenditure.
- Assistance with stewarding individual, Trust and Livery Company donors giving annual student prizes.
- Working alongside internal colleagues to write proposals to secure income and compile and write reports.
- Writing thank you letters/emails as appropriate and liaising with internal colleagues to update fundraising areas of the website.
- Assistance with arranging donor visits and occasional events.
- Assistance with prospect research and the writing of project specific reports.

This job description is subject to regular review in consultation with the post holder.

PERSON SPECIFICATION

Education / Qualification	
Qualifications appropriate for the role	Desirable
Educated to A Level standard	Essential

Experience

Previous experience in using MS Office suite including, Word, Excel, Outlook	Essential
Previous administration experience, preferably within a Marketing or Fundraising environment.	Essential
Experience of working in a data sensitive and customer centered environment.	Desirable

Skills

Awareness of Data Protection issues and the need for confidentiality	Desirable
Strong administrative, organizational and numeracy skills	Essential
Excellent communication skills both written and oral	Essential
Good understanding of IT specifically Microsoft Office	Essential

Personal Characteristics

Ability to work as part of a team.	Essential
Professional, approachable manner.	Essential
Confident communicator, with the ability to build relationships both internally and externally.	Essential

GENERAL TERMS AND CONDITIONS OF EMPLOYMENT

- Contract: Permanent Contract
- Duties : As attached job description
- Salary: £18,250 per annum full time. Payable monthly in arrears by BACS
- Hours: Full time 35 hours a week, Monday to Friday.
- Holidays: 33 days per holiday year (1 October to 30 September) inclusive of Bank Holidays.
- Sickness: 10 days in any consecutive twelve month period, or longer period at West Dean's discretion, after six months' continuous service.
- Benefits: Contributory pension scheme, free and discounted places on short courses at West Dean College