#

# **Individual Giving, Marketing & Communications Coordinator**

**JOB DESCRIPTION, August 2021**

**Salary:** FTE £33,000

**Hours:** 3 days per week. Post may require some evening and weekend commitment, for which Time Off In Lieu will be given.

**Length of contract:**  12 months (with possibility of extension, subject to funding)

**Employer pension contribution:** Statutory employer contributions - currently 3% of pensionable earnings.

**Leave:** Pro rata of FTE 25 days p.a. plus pro rata bank holidays

**Manages:** Occasional fundraising/marketing consultants and volunteers/champions.

**Managed by:** Education & Project Manager (EPM); supported by Income Generation and Marketing & Comms Trustee Sub-Groups

**Based at:** South London Botanical Institute, Tulse Hill. Flexibility for some home working.

**About the South London Botanical Institute:**

The South London Botanical Institute (SLBI) aspires to be a place where people of all ages and backgrounds can develop and share a passion for plants and improve their knowledge of how to protect the natural environment and act to tackle climate change. Our mission can be summarised as: Discovering plants, enriching lives, sustaining the future.

The South London Botanical Institute (SLBI) is a rare UK example of a botanic resource and garden located in an area that is socio-economically typically inner-city. This makes it an ideal place for people of all ages and backgrounds to begin to appreciate and deepen their understanding of the natural world around them. The SLBI is based in Tulse Hill, in the London Borough of Lambeth, close to the boundary with Southwark and parts of Wandsworth.

**Purpose of post**

The Individual-Giving, Marketing & Communications Coordinator post is dedicated to increasing the SLBI’s income through the development of Individual Giving arrangements, including membership, donations, and legacies, and to increasing and diversifying the SLBI’s audiences, through effective marketing and communications. The post plays a key role in the SLBI’s new Business Plan for 2021-2026. For more details about the SLBI please see [www.slbi.org.uk](http://www.slbi.org.uk)

**Tasks**

**Individual-Giving**

* Expand our stakeholders by reviewing & increasing membership, developing appropriate offers & advising on fee levels & marketing
* Roll out strategy for attracting legacies, *in memoriam* gifts & pledges, utilising appropriate promotional streams
* Monitor different on-line & digital fundraising platforms, amending the SLBI’s use of them as appropriate
* Continue to roll out major donor strategy (donors over £100), including running cultivation events
* Manage in house and external promotional opportunities including stalls in partnership with other organisations
* Manage room hire strategy to maximise income
* Manage merchandising strategy and purchase, to maximise income
* Monitor progress against targets and review and adapt where necessary
* Contribute to strategic, financial and developmental discussions aimed at making the SLBI more financially resilient, especially in respect of continuing cost-effective IG activities
* Work with the Administrator to ensure appropriate record-keeping, data-protection, administrative systems and use of SLBI facilities
* Manage a small budget for events, mailings & other promotional activities, record them accurately, notify EPM of any differences or anomalies
* Be self-reliant for day-to-day administrative tasks, including identifying and obtaining additional software and/or training necessary, in agreement with EPM
* Ensure that relevant staff/volunteers/champions are familiar with using any fundraising data
* Identify ways for volunteers and champions to increase their participation and skills in individual giving activities
* Provide training and/or induction, on the job or in workshops, to share individual giving skills
* Produce or contribute to short progress reports for 2-monthly trustee meetings, sub-groups, other meetings or funders, as required by EPM

**Marketing and Communications**

* Website – update and upload content, including to blog
* Social Media - create a social calendar and be responsible for uploading of content on Facebook, Twitter, Instagram and YouTube and other social media accounts
* Media – actively manage media queries and research new media opportunities
* Newsletters - support in the creation and distribution of the SLBI’s monthly e-newsletter and project manage the twice-yearly Gazette
* Printed assets - create a set of information sheets and promotional leaflets to advertise the SLBI to schools, community groups and local families
* Events – be responsible for executing a targeted marketing approach around key events and developing lead generation tactics
* Room hire – be responsible for targeted marketing to attract suitable individuals (eg for weddings) and groups (eg for meetings)
* Campaigns - build quarterly campaigns to raise awareness of the SLBI, its activities and to support fundraising
* Strategy, planning and Reporting – support development of marketing & comms strategy; deliver marketing report each quarter, with insights on campaign success, ongoing activities, audience, analytics and leads

**Other**

* Other reasonable tasks as agreed from time to time with the EPM to ensure maximum impact.
* Follow Code of Fundraising Practice and any other requirements from Fundraising Regulator.
* Work in accordance with SLBI Equality & Diversity, GDPR, privacy and other relevant policies.

**PERSON SPECIFICATION**

**Essential**

* Demonstrable charity fundraising, marketing & comms experience, including successful delivery of individual-giving and marketing programmes for smaller charities.
* Experience of promoting and increasing membership.
* Experience of organising fundraising and promotional events.
* Experience of using social media to increase and diverse audiences.
* Understanding of good practice in raising donations from individuals, legacies and *in memoriam* giving.
* Experience of working with or managing volunteers.
* Proven ability to work collaboratively in a small team.
* Self-motivated with ability to work on own initiative and to manage own time
* Ability to work on various tasks in busy office environment and/or on own at home.
* Basic budget management skills.
* Excellent inter-personal skills.
* Excellent, sensitive and persuasive, verbal and written communication skills.
* Familiarity with Office software, social media, and other relevant applications.
* Understanding of and commitment to equality & diversity and SLBI’s other policies.
* Willingness to acquire and share existing and new skills.

**Desirable**

* Experience of developing and promoting a legacy programme.
* Experience and/or understanding of Major Donor schemes.
* Experience of running a charity merchandise programme.
* Experience of updating websites.
* Experience of editing and/or using Publisher.
* Understanding of and interest in plant education and botany.