



## Marketing and Fundraising Officer Job description

Come and work for a growing charity supporting families of children and young people with cancer across the East Midlands.

The Marketing and Fundraising Officer is a key role in supporting the development of marketing and fundraising at PASIC. The role provides a great opportunity to gain experience of these aspects of the charity sector. You'll also be instrumental in helping shape our future; to ensure we're more sustainable and put PASIC in a strong position to continue our vital services.

We've identified a need to raise our profile, grow our supporter network and broaden our fundraising. You'll be working as part of our team to achieve this with the PASIC CEO as your line manager.

Are you a highly motivated individual with excellent communication and organisational skills, keen to develop new skills and an interest in learning about the charity sector? If your answer is yes, we'd love to hear from you.

### About us

PASIC provide emotional, practical, and social support for around 400 families of children and young people with cancer in the East Midlands.

We fund family support workers on children's oncology wards in Nottingham and Leicester; offer support groups, information, advice and signposting.

Throughout the year we organise fun days out, activities on the ward, and events for all the family.

We're a friendly team of 4 staff, 7 trustees and are keen to help the successful applicant develop their skills and gain experience that will be useful to them longer term. You'll have a rewarding time with us and come away with lots of relevant experience.

We've a vision for how we can make life better for families facing childhood cancer. We've a culture of continual evaluation and learning. The successful candidate will be joining a team with a 'can do' attitude, committed to developing both individuals and the charity as a whole.

### Job Background

We're offering this position through the Rank Foundation's Time to Shine programme, a great opportunity designed to help young people start out on a career in the social sector.

More information on the programme can be found [here](#). Please note the candidate selected by us will take part in a 2nd interview with the foundation, accompanied by a member of PASIC staff.

We'll be offering this role subject to a successful interview with the Rank Foundation. Once enrolled onto the Time to Shine programme, the candidate will receive additional support, training and opportunities through the Rank Foundation. Please note that the Time to Shine programme includes residential conferences for which attendance is mandatory. These take place in January, June and October 2021.

## The Role

PASIC are a growing organisation and developing all the time, so our team need to be flexible in their approach to work, as such this list may not be exhaustive.

### Marketing Support

- Ensure PASIC's profile is maintained and maximised where possible in target areas. Focus on and research how we can improve our visibility. Help develop and maintain relationships with local media and other key organisations.
- Evaluate our existing social media and research other relevant social media streams. Look at how we promote our work, and along with analytics, use findings to inform and develop a social media plan to increase our online presence across a range of platforms.
- Create content for social media, website and newsletter.
- Schedule social media posts on Twitter, Facebook, LinkedIn and Instagram.
- Update our photo library to pick out the strongest images to use in our communications.
- Support with keeping our media presence up to date, including PASIC website and across social media platforms.
- Take responsibility for quarterly newsletters, with guidance, drafting articles and blogs for our supporters, incorporating news from the team.
- Work with and help co-ordinate volunteers who contribute copy for social media and PASIC online newsletter.

### Fundraising Support

- Support the development of our fundraising strategy through your research of digital platforms.
- Assist the CEO in writing grant applications to Trusts and Foundations
- Research as requested by the CEO. This may include researching trusts, local and regional companies, community groups, universities.
- Assist the CEO in fundraising and other project areas as needed.
- Represent the charity at formal/informal fundraising and networking events and other charity functions with the CEO.

## Person Specification

We're looking for the following qualities and skills. Given the nature of the Time to Shine programme, it is likely that the successful candidate will be at an early stage in their career.

- A strong interest in communications/marketing with some relevant experience
- Experience in and knowledge of using social media and digital marketing
- Be a strong communicator, both written and verbal
- Self-motivated and able to use initiative. Enthusiastic, hardworking with a 'can-do' attitude.
- Good organisational and logistical skills. Ability to prioritise your workload, develop and manage an individual work plan.
- Good interpersonal skills, with the ability to work both as a team player and independently
- Good IT skills, including word processing and Excel
- Be keen to develop your skills and acquire new knowledge
- Enjoy writing and thinking of different ways to represent ideas
- Keen interest in making a positive difference and contribution to society
- A willingness to learn and a willingness to share skills you may possess that members of our team can learn from
- Curiosity and interest in looking at how other similar charities are developing their fundraising and marketing strategies

### You'll be getting an internship with us which brings the following benefits:

- Salary approximately £19,500 p/a at the Real Living Wage (£9.30 per hour)
- Full-time 1 year position. 37.5 hours per week. January - December 2021
- 20 days annual leave plus bank holidays

- Part of The Time to Shine Leadership programme which includes training opportunities and the chance to network with peers doing the programme at other organisations
- Access to relevant training opportunities through PASIC
- An opportunity to gain experience, boost your confidence and develop transferable skills in a friendly and supportive environment
- Regular support and supervision
- Support from line manager with experience in training and education
- Mentoring from our experienced Fundraising Trustee whose other role is Chair of the Institute of Fundraising East Midlands
- Skills workshop in communications and social media from one of our business partners
- The reward of knowing you've made a lasting impact to lives of families affected by childhood cancer

## The details

- Salary £19,500 per annum
- Full-time, Internship 1 year. 37.5 hours per week January - December 2021
- Location: Primarily home-based, with regular face to face meetings and some work in shared office space in Nottingham
- Flexibility to work occasionally at the weekend or evening to attend events

## Application process

- **Application deadline midday Thursday 15<sup>th</sup> October**
- Email your CV and supporting letter of up to one page telling us what experience you can bring to the role and why you're interested to [louise.whittle@pasic.org.uk](mailto:louise.whittle@pasic.org.uk)
- Initial interview mid-October 2020
- Final interview with Rank Foundation and PASIC CEO between 2-10 November
- Start date January 2021 subject to job offer and CRB check
- For more information/queries email [louise.whittle@pasic.org.uk](mailto:louise.whittle@pasic.org.uk) or call 07935 330805

## Further information

- References from previous and current employers will be taken up for shortlisted candidates, and where necessary employers may be contacted to gather further information.
- Probation - All new staff will be subject to a probation period. The probation period is a trial period, to enable the assessment of an employee's suitability for the job for which they have been employed. It provides PASIC with the opportunity to monitor and review the performance of new staff in relation to various areas.
- Equal Opportunities - PASIC is dedicated to providing equal opportunities and will monitor the recruitment process rigorously to ensure fair access and opportunity for all.