

## **JOB DESCRIPTION**

**Job Title:** Fundraising and Outreach Manager

**Responsible to:** Chief Executive

**Responsible for:** Assist the Chief Executive in a deputy role, overseeing team management.

**Liaison with:** Vine Trust staff team

**Based at:** Flexible hybrid arrangement – combination of Vine Trust office (Edinburgh) and remote working.

### **Overall Purpose:**

This key post will assist in the continued growth and development of the Trust's work in the UK and overseas partnership programmes, with a primary focus on fundraising and marketing activities. The role will be responsible for developing and implementing fundraising strategies to support the Trust's projects, including those in Peru and Tanzania, and will also promote volunteering opportunities to increase current levels of participation.

#### **1. Principal Accountability – Fundraising**

- 1.1.** Develop and implement comprehensive fundraising strategies to support the Trust's programmes, including identifying potential donors, preparing grant applications, and managing fundraising campaigns.
- 1.2.** Support the building and maintaining of relationships with individual donors, corporate sponsors, trusts, and foundations to secure funding and support for the Trust's activities.
- 1.3.** Organise and manage fundraising events, both virtual and in-person, to increase awareness and generate funds for the Trust's programmes.
- 1.4.** Create compelling fundraising materials, including brochures, newsletters, and annual reports, to communicate the Trust's mission and impact effectively.
- 1.5.** Monitor and analyse fundraising data to assess the effectiveness of campaigns, identify trends, and recommend improvements.
- 1.6.** Ensure compliance with relevant fundraising regulations and best practices to maintain the Trust's reputation and integrity.
- 1.7.** Provide regular updates and reports on fundraising activities and outcomes to the Chief Executive and Board of Directors.

#### **2. Principal Accountability - Marketing and Communications**

- 2.1.** Develop and execute marketing campaigns to promote the Trust's volunteer opportunities and highlight the impact of its projects, using digital marketing, social media, email campaigns, and traditional media.
- 2.2.** Collaborate with colleagues in the UK and overseas partners to create and maintain engaging content for the Trust's website and social media platforms to attract and retain supporters and volunteers.

- 2.3. Take a lead role in the production of publicity materials for the Vine Trust website, social media, and printed resources (e.g. Connections magazine) to nurture the Trust's support base and volunteer community.

### **3. Volunteer Engagement and Support**

- 3.1. Assist in the promotion, recruitment, and nurturing of volunteers for our overseas programmes, including developing orientation, training, and follow-up initiatives to enhance their experience.
- 3.2. Participate in a wide range of activities, in person and online, to promote Vine Trust projects and volunteering opportunities, as well as nurture existing volunteers e.g. teacher/parent meetings, student forums, church group presentations, corporate meetings.
- 3.3. Support the quality control of volunteer experience through feedback forms and communication with volunteers, providing assistance in the follow up on any necessary actions, including with local partners.

### **4. Programme Support**

- 4.1. Support the preparation of fundraising budgets and bring forward recommendations on cost-effective initiatives and opportunities.
- 4.2. Support the production of reports for the Board of Directors (Board Packs) and Chief Executive on the development of fundraising and marketing in the UK and corresponding activities for both overseas programmes.
- 4.3. Assist in the maintenance and maximisation of our existing volunteer and donor databases.

### **5. General**

- 5.1. Contribute to the ongoing development and growth of the Trust's activities.
- 5.2. Act as a deputy to the Chief Executive in their absence.
- 5.3. Liaise extensively within the staff team and provide admin and logistical cover for the ongoing work of the Trust as required, as well as carrying out other such duties as may be required.