

Job Description and Person Specification

POST:	Interim Engagement, Marketing & Fundraising Manager 12 months fixed term contract - maternity cover
Salary:	£32K - £36K depending on skills and experience Pro-rata part time hours or job share
Hours:	Full time (36.5 hrs per week) or part time job share Optional 3-5 days per week
ACCOUNTABLE TO:	Head of Administration
Location:	Remote/Hybrid with occasional travel to Ategi offices in Amersham, Bristol and Ategi's Head office In Cardiff

Ategi are a not-for-profit provider of support services in Wales and England. The organisation currently offers three services for adults with additional needs; Shared Lives, Supported Living and Community Support working alongside people to build independence, connection and meaningful lives.

Role Summary

The Engagement, Marketing & Fundraising Manager is an interim role to cover maternity leave. It is varied and has responsibility for supporting Ategi with its strategic marketing, communications and engagements objectives, whilst also providing much needed assistance with all communication related resources, including fundraising and tender applications.

The role will work collaboratively across the organisation to ensure Ategi's impact is clearly evidenced and communicated. Helping to position Ategi for long term sustainability and growth, shaping and delivering communications that connect with people, inspire action and drive real impact.

Whilst the role covers many elements, the key areas of responsibility are within communications, engagement & brand.

COMMUNICATIONS, ENGAGEMENT & BRAND

- Lead integrated communications, engagement and brand activity, planning and delivering campaigns that raise awareness, support fundraising and protect the organisation's reputation, including support with crisis communications

- Create and manage high-quality content across digital and print channels, including social media, websites, newsletters, reports, press releases and human-interest stories, ensuring content is accessible, inclusive, bilingual and aligned to Ategi's brand.
- Oversee Ategi's digital presence and platforms, including website management, content calendars, analytics, CMS, hosting, plugins, backups and GDPR compliance, working with external agencies where required.
- Build strong relationships internally and externally to amplify impact, working closely with frontline staff, service users, partners and external agencies to develop engaging stories, video content and communications resources.
- Support and oversee Ategi's brand management, ensuring all communications and content remain consistent, high quality and aligned with our brand and values
- Design creative, targeted approaches to Shared Lives recruitment, reaching new and diverse audiences
- Support fundraising and organisational development, using fundraising systems to identify opportunities, manage deadlines, contribute to funding applications and reports, and produce communications materials for staff, recruitment and business development.

SERVICE & BUSINESS DEVELOPMENT

- Support Ategi with service development activity, helping to identify opportunities for growth, tenders and service expansion.
- Lead or contribute to bids, tenders and business cases that support Ategi's strategic objectives.
- Build and maintain effective relationships with commissioners, partners and stakeholders
- Supporting the design and implementation of new and evolving service models.

FUNDRAISING & INCOME GENERATION

- Support fundraising and income-generation activity, developing corporate fundraising opportunities.
- Contributing to bids, tenders and business cases, assisting working collaboratively with operational teams to develop compelling case studies. Supporting compliance with fundraising regulation and charity law
- The role will also set, monitor and report against fundraising targets and budgets to demonstrate impact, value and sustainability.

OTHER

Work within financial budgets and resources, ensuring that they are deployed effectively and efficiently to achieve intended outcomes.

- Attend internal and external meetings
- Carry out duties consistent with the seniority of the role
- Ensure that ategi is GDPR compliant
- Proactively engage with the sector as a positive ambassador for Ategi
- Perform any other duties consistent with the role of a member of the management team – not including operational support duties.
- Follow Ategi’s policy, procedures, and performance expectations.
- Work as a positive team member, devoting full time and attention at work to the duties of your role and always adhering to Ategi’s policies and procedures.
- Promote and maintain effective communication between Ategi’s service delivery functions and all other parts of the organisation.
- This is a UK wide position and a presence at offices across Ategi’s service delivery would be regular and necessary.
- Promote equality, diversity and inclusion across all activity

PERSON SPECIFICATION

Experience	Essential	Desirable
At least 2 years management/senior experience	✓	
Proven experience in marketing, service development, fundraising or communications	✓	
Experience delivering multi-channel marketing and communications campaigns	✓	
Experience working in a values-led or not-for-profit environment		✓
Experience managing multiple priorities and deadlines	✓	
Social care or health sector experience		✓
Bid writing or fundraising experience		✓
Brand awareness	✓	
Experience managing social media platforms, websites and content management systems.	✓	
Experience developing or contributing to engagement activities such as events, campaigns or community outreach	✓	
Digital content & communications experience	✓	
Experience using AI tools to support communications		✓
Skills & knowledge		
Excellent written and verbal communication	✓	
Strong organisational and project management skills	✓	
Experience managing competing priorities, deadlines and projects	✓	
Digital confidence including CMS and social media	✓	
Understanding of safeguarding, GDPR and equality		✓

Knowledge of fundraising regulation or commissioning		✓
Strong storytelling skills, including the ability to translate lived experience into compelling narratives safely and ethically	✓	
Personal characteristics		
Commitment to Ategi's values and purpose	✓	
Inclusive, ethical and emotionally intelligent	✓	
Proactive, solution-focused and adaptable	✓	
Collaborative team worker	✓	
Confident decision maker	✓	
Creative, proactive and solution-focused with a willingness to try new approaches	✓	
Able to work independently and use initiative in a small team environment	✓	
Emotional Intelligence and the ability to work sensitively with people and stories	✓	

This role description is not exhaustive and may evolve in line with organisational needs.

The main duties of the post are outlined above. However, they are neither exhaustive nor exclusive, and therefore the jobholder may be required at times to undertake duties and responsibilities as per service requirements.