



The Ecology Centre
Kinghorn, Fife
Job Description: Marketing & Fundraising Manager
26 hours per week, £23 000 pro rata

Closing date: Monday 6th February 2017 at 12.00pm

A rare opportunity has become available for a permanent, enthusiastic Marketing and Fundraising Manager at the newly built Ecology Centre. Hours are 26 per week with a salary of £23 000 pro rata. The hours worked can be flexible with The Ecology Centre having a range of family friendly policies in place.

The Ecology Centre is an established, award winning, social enterprise which moved into a new environmentally friendly Centre, on the banks of Kinghorn Loch in 2015. We are looking for an organised and efficient person, who can overcome barriers, with experience in marketing and the creation of innovative content for varied marketing channels. The Centre's target audiences include families, teachers, donors and volunteers therefore a mix of traditional and modern marketing methods are necessary. Over the next three years we have ambitious plans to build our audiences and raise awareness of the services and products that we offer.

The Ecology Centre is an inclusive, community-led charity. We inspire positive change through directly connecting people and the natural environment for the benefit of both. We have a small staff team who work efficiently and effectively to deliver the essential services the charity offers. Knowing the difference that we make to people's lives makes the Centre a rewarding place to work. The variety of projects that we run and people involved create an interesting workplace.

Additional benefits of the role include the holiday entitlement which is 35 days per year, pro rata including 2 weeks at Christmas and New Year when the Centre is closed. After two years an extra days holiday is given for each additional year worked, up to a maximum of 5 extra days. The government's auto enrolment pension scheme is in place. On Wednesdays a hot lunch is provided by our kitchen team which brings together staff, volunteers and Committee members to eat together.

This post includes a fundraising role which requires working with staff to develop our projects and then approaching funders to support them. Some relevant experience for this role is necessary.

An interest in the environment would be extremely useful in order to understand the Centre's work and to identify with what we are aiming to achieve.

If you think you are the person for the post please complete the application form and equal opportunity form and send them with a covering letter and evidence of your work to the email address given. We would like to make an early appointment but recognise the need to give notice to a current employer.

Interviews will be held on Monday 13th February 2017. Interviewees will be asked to carry out an interview task in addition to the actual interview.

Job Description

Job Purpose

To grow the Centre's income and build audiences both on and off line by:

Developing, managing, coordinating and delivering The Ecology Centre's marketing plan;
Managing the Centre's online presence and developing content;
Researching and applying to potential funders;
Reporting to funders;
Carrying out admin tasks in relation to the above and supporting team members.

Major Tasks

Managing, developing and delivering marketing plan	35%
Managing online presence and developing content	20%
Research and applying to funders	25%
Reporting to funders	15%
Carrying out administration tasks / supporting team members	5%

Job Activities

Managing, developing, coordinating and delivering the marketing plan to drive income and grow audience numbers

Work with others to develop the marketing plan, coordinate marketing of the various services and products, determine methods for marketing our services and products to our target audiences, write innovative marketing content for varied marketing channels; coordinate marketing of events and activities, analyse results of marketing activities, work with other staff to support them in marketing activities, ensure The Ecology Centre brand is promoted whenever possible, drive donation income, bookings and venue hire; build relationships with those who can assist us with promotion; produce marketing materials, record marketing activities and report to the Committee.

Manage online presence and developing content

Manage the website using CMS; maintain and update databases; work with the website developer to improve the website when necessary; ensure the website meets user's as well as the organisation's needs; ensure the website is kept up to date; support the development of online giving and ecommerce; work with others to develop online content; promote the organisation online through various mediums; ensure the digital media works in an integrated way; be responsible for building Facebook and Twitter and coach colleagues in the use of these social media platforms.

Research and applying to funders

Research potential, relevant funders to apply to; approach funders and donors and build relationships with them; thank supporters for their funds; work with the staff team to develop projects and prepare and submit funding bids.

Reporting to funders

Manage the reporting to funders to ensure deadlines are met; assist with setting up project monitoring to ensure the necessary and relevant data from projects is gathered; assist in the analysis of project monitoring.

Carrying out administration tasks and supporting team members

Assist and support team members with marketing activities and providing office cover when other staff are on holiday.

Supervisory Responsibility

Staff – up to 2 staff members

Administration volunteer – up to 2

Supervision Received

Supervised by the General Manager. The postholder is expected to work using their own initiative, referring to the supervisor for advice and guidance on more complex issues.

Special Conditions

Working occasional evenings and weekends.