



Job Description

Post:	Digital Fundraising & Marketing Manager, Made in Hackney (MIH)
Hours:	4 days a week
Contract:	Permanent
Location:	Partly home based and partly at Liberty Hall, Clapton Commons, E5
Salary:	£26,400/annum pro rata 4 days/week (FTE £33,000/annum)
Holiday	20 days (plus bank holidays – see below for more details)

SUMMARY

Made In Hackney opened its doors in 2012 as the UK's first fully vegan community cookery school. We became an independent charity in 2018 and collaborate with communities to showcase and develop skills, knowledge and inspiration to grow, cook and eat more plants.

In March 2020 we paused our usual programme to launch a Covid19 response of online classes, telephone support for those not online, and an emergency direct to door community meal service. At the peak of the crisis we provided 500 meals a day across Hackney direct to households who needed support. Today we continue to provide meals and hope to be able to do so for as long as there is need. We aim to incorporate training and jobs for local young people into the community meal service.

We have also recommenced delivery of our popular programme of cookery classes from our brand new school; Liberty Hall.

Made In Hackney has a successful track record of crowdfunding – securing between £13K and £80K in 6 week campaigns and as of time of writing we are at the start of a new campaign to raise £150K. In addition Made In Hackney is successfully fundraising through our developing enterprise programme as well as developing monthly giving donor relationships.

We are seeking a creative, highly motivated and strategically minded individual to become our Digital Fundraising & Marketing Manager. The objective of this role is to help the charity by developing and delivering new digital marketing campaigns to grow both our customer and supporter base and take them on a rewarding journey of increasing engagement to become long term participants, friends, supporters and donors.

The experience of working for Made in Hackney is varied, unique and rewarding. There is plenty of room for the successful candidate to be creative and bring new ideas to the charity. As we

enter our 10th year it is a hugely exciting time to join us as we strive to take our programme and approach to a much wider national and potentially even global audience.

Responsibilities include:

Marketing

- Develop promotional marketing campaigns to increase participation and revenue generation for MIH's online and in person ticketed cookery class programme, ensuring each class achieves maximum ticket sales.
- Collaborate with the Programme Director to develop and implement ideas for growing online and masterclass participation.
- Develop and deliver content for both MIH's web and social media platforms.
- Keep abreast of digital marketing trends, emerging digital platforms and online spaces that could provide opportunities to increase income through class participation and donations.

Fundraising Strategy and Development and Digital Fundraising

- Develop and implement a digital fundraising plan
- Manage budgets for each digital campaign and analyse campaign performance to evaluate digital fundraising activity.
- Understand donor and participant behaviours to help inform future marketing campaigns and digital fundraising activity.
- Provide regular updates for core team and trustee meetings on the progress of plans and campaigns
- Ensure all digital fundraising complies with Charity and Data Protection Regulation legislation including but not limited to, Institute of Fundraising, Charity Digital Code, Fundraising Regulator and Charity Commission Guidelines
- Manage paid search engine promotion to drive traffic and maximise the number and value of individual and regular donations made online.
- Collaborate with the Project Director and Development Manager to develop and implement ideas for growing virtual fundraising activity and community participation.
- Develop digital giving mechanisms to generate income.
- Lead on developing new and emerging ways to increase community engagement potentially through patreon or other new channels
- Utilise and share engagement metrics and market research with the team

Governance, HR and Strategy

- Participate in regular update meetings with Core Team to ensure effective communication and mutual support.
- Contribute to strategic discussions on future path of organisation.
- Attend board of Trustee meetings.

Financial Management

- Participate in organisational budget planning and monitoring meetings.
- Report on budget variances to and implement solutions to rectify them.

PERSON SPECIFICATION

- Have experience of digital marketing and securing income for charities
- Have an excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of an organisation
- Excellent verbal and written communication skills and an ability to communicate clearly with a range of people from diverse backgrounds and cultures
- Have an excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of an organisation
- Confident in using in a CRM systems analyse and grow relationships;
- Ability to take initiative, problem solve, and think creatively;
- Enthusiasm, energy and a positive attitude;
- Desirable: Expertise on social media advertising platforms: Twitter, Facebook, LinkedIn, Facebook

BENEFITS

- Flexible working arrangement with allowance for working from home
- Training provided in Salesforce, Safeguarding Adults and Children, Emergency First Aid, Food Safety etc
- Employee Assistance Programme (EAP) which includes counselling and physio
- Staff Wellbeing and social activities throughout the year
- Quiet time working – the opportunity to work flexibly over the Christmas and summer period – See Annual Leave Policy for full details.
- Pension Scheme
- Staff discount of 15% in Food For All Shop;

Equal Opportunity

We have a strong commitment to promote diversity, equality and equal opportunities. We welcome applications from underrepresented groups, whether these be of ethnicity, gender, identity, religion, physical ability, sexual orientation or other.

To Apply:

Please either:

- 1) Fill in out the [online application form](#)
OR
- 2) Send in a short 5-10 minute video application explaining why you feel you're appropriate for the role to rashmi@madeinhackney.org

Deadline: 5pm Friday 4th February 2022 though we encourage you to apply as soon as possible as we will be scheduling interviews as we get applications and reserve the right to close the job early.

Post commences: As soon as possible after appointment.