



Marketing and Fundraising Manager for Epping Forest Heritage Trust

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1. About the Trust

The Trust is a small charity with a big mission; to conserve, protect and celebrate the heritage of the Forest and engage, educate, and inspire others to do the same. The Trust is the only membership charity involved throughout the whole of Epping Forest, which is London's largest open space, covering 6,000 acres stretching from Manor Park, in East London to Epping in Essex, and with an additional 2,000 acres of "buffer land". Most of the Forest is a designated Site of Special Scientific Interest and a Special Area of Conservation.

Epping Forest Heritage Trust was established in 2018 from the merger of the Friends of Epping Forest and the Epping Forest Centenary Trust. It inherited a combined history of 90 years working for the Forest and its communities and a membership of over 1,000 members. Today the Trust manages the Epping Forest Visitor Centre at High Beach, which welcomes around 20,000 visitors a year, offers a programme of guided walks and a range of conservation activities. The Trust also campaigns to protect the Forest through responding to planning applications, strategies and initiatives which could impact on the Forest.

In late 2019, the Trust secured funding from the National Lottery Heritage Fund to 'Raise the Game' for Epping Forest's heritage; focussed on increasing our resilience as a newly merged charity to enable us to deliver more for the Forest and its communities.

It provided funds for consultants to work with us to produce a Strategic Business Plan and a Marketing, Membership and Fundraising Strategy. We are about to start work on the Visitor Centre review and Action Plan and will commission a project evaluation in the autumn.

2. About the Role

You will be working with the team at the EFHT offices, located in the heart of Epping Forest. This is a very exciting time to join the Trust, as it now progresses with the Raising the Game programme and implements the new plans.

This new wide-ranging role requires someone with marketing, communications, membership and or fundraising skills. We are looking for someone with the ability and enthusiasm to take the Trust's operations to the next level, engaging with current and new supporters, diverse communities and stakeholders and increasing income generation. This role gives you a real opportunity to develop this area of work and make a difference to the natural environment.

This post will report to the Chair initially and then to the post of Executive Director, soon to be recruited. You will plan, develop and implement all aspects of the Trust's Marketing and Communications, Membership and Fundraising Strategy, and will work closely with the member of staff responsible for GDPR and IT.

Key priorities

To drive support and income for the Trust by; reviewing and engaging with the existing membership, developing and increasing contributions from them, reaching more diverse audiences and drive up individual giving and support, such as membership, donations, legacies, sponsorship, appeals and potentially raffles / lotteries.

To implement and develop new ways of working to support the membership system; manage marketing, membership and communications and ensuring data is entered / captured and relevant reports generated including member & supporter information, along with income and gift aid claims.

To support the development of the website (with the support of a web designer) and links with other platforms and produce content for social media, digital communications, events and printed publications. To develop a consistent profile and communications with the public and a relationship with a diverse range of supporters.

3. Key Terms

Employer: Epping Forest Heritage Trust

Title: Marketing and Fundraising Manager – Full Time

Reports to: the Chair, in the first instance, then the Executive Director – when appointed.

Salary: £28k - £30k depending on experience

Place of work: The Warren Lodge, Loughton, Essex IG10 4RN

Hours: Full Time, 37.5 hours a week. Normal working days Monday – Friday. Flexible working will be considered. Occasional evening or weekend working may be required for special events. Any additional hours can be taken as time off in lieu.

Probationary Period: three months.

Pension: The Trust provides an Auto-enrolment Pension through Smart with an employee contribution of 5% gross salary and a 3% employer contribution.

Annual leave entitlement for FT: 28 days plus Bank Holidays.

Three days leave are required to be taken in the break between Christmas and New Year (Christmas closure).

Travel: There will be an occasional need to travel largely within the Epping Forest area. Access to a car (or other independent means of transport) will be essential. A Mileage contribution will be paid. Secure parking and bike stand available at some sites only.

3. Job Description for the Marketing and Fundraising Manager

This new role will lead on implementing our Marketing and Communications, Membership and Fundraising Strategy (funded by the National Lottery Heritage Fund); to drive a dynamic public facing profile for the charity and increase income through membership and support. We are therefore looking for someone who is experienced in marketing and communications and membership; able to communicate the mission of the organisation and attract increased levels of funding from existing and new audiences to support our work.

We want to communicate why our charity is important and the difference it makes in preserving and conserving the Forest and its unique biodiversity and wildlife. We want to tell the story of how we provide a voice for the Forest and how we conserve the Forest and engage its communities through our relationships with members, volunteers, partners and visitors. This role will seek to position the Trust as a key stakeholder in engaging the public in conserving and protecting the Forest, recognising it as an essential resource for wellbeing and wildlife.

You will be working within a small staff team to engage the public, provide opportunities to get involved and develop support. You will need experience in engaging the public, communities, volunteers and wider stakeholders. You will be someone who can drive income generation through engagement and membership, using a variety of platforms. Experience in using a CRM or data management tools is essential and experience of producing content for social media, digital communications, events and printed publications.

We want to develop a committed membership and engage greater long-term support. Retaining and engaging the current membership by reaching out to them, keeping them informed of our activities and requesting their continued support. We want to identify ways to attract new members who are more diverse and representative of the Forest community and engage them in new ways.

We aim to create a membership which is styled in the way that reflects our work and aspirations and engages the diverse communities that surround the Forest. You will develop and deliver creative, innovative and effective multi-platform marketing, engagement and profile-raising activities for the Trust. This will include highlighting how our work is unique and showcase our impact and stories to attract new audiences that share a passion for the environment.

You will be responsible for the development of the website (with the support of an external web designer) and updating of our website, social media pages, contributing to the annual report, impact reports, seasonal newsletters, videos, materials for events and other marketing collateral; testing different approaches to marketing and finding the optimal practices and tools to drive traffic and engagement; and advising and reporting on KPIs and ROI of different marketing initiatives.

You will identify opportunities for the Trust to raise the profile of Trust's work, and maintain relationships with professionals, journalists and media connections to raise and strengthen the profile of the organisation.

We need someone who has vision, is self-motivated and well equipped to transform membership, engagement and inclusion to support environmental issues relating to the Forest.

Key Responsibilities

Cross Cutting

1. Implement the Marketing, Membership and Fundraising Strategy.
2. Produce the Marketing, Communications, Membership and Fundraising Workplan; to engage existing and new audiences and stakeholders and report regularly, as required.
3. Identify additional resources (human and financial) to fulfil development of the project going forward.
4. Supervise volunteers and potentially interns to support the role.
5. Participate in a range of Forest events.
6. To develop the website (with the support of a web developer) and ways of working with customer relationship systems and support providers.
7. To receive web-based donations and Direct Debits applications and generate income reports.
8. Undertake any other duties commensurate with the accountabilities of the post.

Communications and Marketing

1. Identify and communicate the Trust's key mission, vision, attributes and stories and why the Trust needs support.
2. Implement new ways of working with customer relationships to support marketing, communications, membership and income generating functions.
3. Ensure systems interrelate using the customer relationship processes, transfer existing list of members and stakeholders, ensuring data is clean and accurate and up to date.
4. Create engaging, inspirational content, developing a distinct on-line presence, using all digital media, for a variety of audiences.
5. Attract high numbers of internet followers through social media channels, such as Facebook, Twitter, YouTube and Instagram. Contribute to the newsletter, leaflets, educational materials, including writing, editing and proofing.
6. Identify opportunities to attract and engage the public in our mission and offers, through marketing through press media, social media, publications, and digital outputs.
7. Plan and manage a regular schedule of email marketing activity, growing our subscriber base.

8. Develop search engine optimisation strategies to increase the number of visitors to the website.
9. Review and amend keywords. Use tools e.g., Google analytics, to inform improvements.

Membership/supporters income generation

1. Identify the Trust's target audiences (people who are most interested and committed to our cause and why). Engage new audiences, communities of interest, members and stakeholders.
2. Re-engage existing membership and stakeholders with a consistent tone of voice, offering a clear journey of engagement and content on a variety of platforms and measure these against clear KPI's.
3. Launch new membership/supporter drive and implement new ways of working.
4. Diversify membership offers and subscription categories, in line with development plan and examine and implement e.g., appeals, raffles and other fundraising initiatives.
5. Provide regular reports on supporter and membership growth, financial contributions and income generation, including recording and managing gift aid.

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

4. Person Specification

	Essential	Desirable
Qualifications		
Educated to degree level or equivalent		/
Experienced in membership development, digital/marketing, communications and or income generation / fundraising.		/
Skills		
Outstanding interpersonal and communication skills with ability to adapt tone and approach for different audiences and stakeholders.	/	
Strong writing skills with ability to produce compelling copy; from press releases to social media including tweets and managing interactions	/	
Proof reading and editorial skills with a good eye for detail.	/	
Strong understanding of customer relations processes and good analytical skills	/	
Ability to work as part of a team and autonomously	/	
Excellent organisational and time management / prioritisation skills, able to manage daily workload, ensuring a high quality of work and meet deadlines.	/	
IT literate and able to produce reports including Excel.	/	
Skilled in handling finance data, e.g. Direct Debit, sales, web-based donations, gift aid		/
Competence		

Significant marketing & communications experience	/	/ Non-profit sector
Experienced in identifying target audiences and devising digital campaigns that engage, inform and motivate		/
Experienced in engaging and increasing levels of membership and supporters		
Experienced of implementing membership, communications and marketing plans	/	
Experienced in data management & customer relationship processes.	/	
Experienced in digital / fundraising, including membership, donations, legacies and campaigns		/ Campaign management
Experience of writing website content		/ Word Press
Understanding of Google Analytics, SEO & advertising tools		/
Experienced in using email and Outlook.	/	
Knowledge		
Knowledge of marketing principles and brand management	/	
Knowledge of effective social media techniques	/	
Knowledge of membership development and customer relationship processes.	/	
Understanding of website design and development		/
Good understanding of GDPR, data protection and maintaining records.		/
Understanding of web-based donations, Direct Debit applications		/
A good understanding of analytics and how to articulate impact in reports		/
Good understanding and appreciation of the natural environment and environmental issues.		/
Good understanding and appreciation of the not-for-profit sector.		/

Additional requirements

- Access to independent means of transport
- Ability to work flexibly
- Membership of the Chartered Institutes of Fundraising or Marketing is desirable

5. How to Apply

Application details are available on our web site www.eppingforestheritagetrust.org.uk

Direct page link

<https://eppingforestheritagetrust.org.uk/job-opportunities/>

To apply, download and complete the application form, which should include a covering letter (2 pages maximum), describing how your skills and experience meet person specification the job requirements.

Please also complete and return the Equal Opportunities form.

Return by email to: recruitment@efht.org.uk with “M&FM application” in the email subject line. Saving and naming your application document as “M&FM application (including your full name)”.

By post:

Judy Adams – Chair
Epping Forest Heritage Trust
The Warren Lodge
Loughton
Essex
IG10 4RN

Closing date: 25th July 2021

Interview dates: 2nd or 3rd August 2021

If selected for interview, you must be able to demonstrate that you have the right to work in the UK, and that you have the qualifications listed in your application.

Candidates should note that any offer of employment made by Epping Forest Heritage Trust will be subject to satisfactory written references and subject to a satisfactory Disclosure and Barring Service certificate.

Epping Forest Heritage Trust welcome applications from people of colour, individuals who identify as LGBTQIA, people of all socio-economic backgrounds and those living with disabilities. We are happy to make reasonable adjustments for disabled applicants at any stage of the recruitment process – please get in touch to discuss.

6. Privacy Notice

Please see website on the Job page for more information.