

**Job Description**

<b>Job Title:</b>	<b>Director of Fundraising &amp; Marketing</b>
<b>Location:</b>	Cheltenham (with occasional home working)
<b>Responsible to:</b>	Co-CEOs
<b>Responsible for:</b>	Marketing, PR & Communications, Development/Fundraising (currently a team of 17 permanent staff)
<b>Hours:</b>	Part- Time 3 days per week Flexible working pattern Some evening and weekend work required during festivals.
<b>Salary:</b>	<b>£60,000 per annum pro rata</b>
<b>Benefits include:</b>	<ul style="list-style-type: none"> <li>• 33 days holiday per annum including bank holidays (pro rata for part-time)</li> <li>• Pension</li> <li>• Staff Ticket Allocation</li> </ul>

**The Role**

The Postholder will take a significant leadership role within the Charity. Working as part of a small senior management team and with the co-CEOs, they will shape, deliver and evaluate the strategy going forward. Working with their teams, they are accountable for realising the potential of this strategy for income-generation and for changing perceptions through compelling storytelling and brand campaigns.

The Postholder will line-manage experienced Heads Of Marketing, Corporate Partnerships and Individual Giving & Trusts, each of which leads their own small teams.

**Detailed Job Description**

Reporting to the Co-CEOs, the Director of Fundraising & Marketing will:

- Contribute to the strategic direction of the charity, specifically providing knowledge, experience and expertise in communications as a tool for developing audiences, building brand reputation and driving income growth

- Lead and manage teams which consistently achieve the objectives of the charity, demonstrating both strategic and operational fluency. Providing support and development to the team.
- Secure, retain and grow varied and substantial income streams from corporate, public and private sources to achieve an annual target of c£4m which will ensure the charity's growth and sustainability
- Support the teams to build & sustain relationships, identify strategic alignments and to produce high-quality sales materials and proposals which resonate with funders
- Lead the Marketing team to tell Cheltenham Festivals' stories so that brand perceptions reflect the work of the charity; and to achieve an annual box office target of c£3m.
- Be accountable for the effective use of the new CRM system and website to drive revenue and maximise efficiencies
- Build influential and impactful relationships with existing and new stakeholders and partners which enable economic and/or social value
- Establish transparent and open reporting protocols, working with the Director of Finance, to support the production of reports, management accounts and annual reports
- Enable the teams to realise the potential of data to: evaluate and improve; identify and take opportunities; understand and develop our audiences; and to report impact
- Act as an ambassador for the charity, undertaking public and media presentations, attending conferences and events, decision-making and lobbying forums as appropriate

**General responsibilities** – in addition to the above specific responsibilities all the Cheltenham Festivals team are expected to:

- Diversity and Inclusion:** ensure that our Equality, Diversity, and Inclusion (EDI) policies are followed and embrace the benefits of diversity so that everyone – irrespective of individual differences in their identities, background, or any personal characteristics – receives fair and equal treatment in a safe, welcoming, and enjoyable environment.
- Performance Improvement:** be responsible for your own performance, participate in our performance review procedures and propose better, faster, or less expensive ways to do things which help our overall mission.
- Health and Safety** be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
- Compliance and Integrity** be compliant with the law and the festivals' policies especially with regards to data protection and IT security and ensure other policies as advised from time to time are followed.

This job description is not intended to be exhaustive and the nature of our work and the size of our team at Cheltenham Festivals requires everyone here to be flexible. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

### Person Specification

Criteria	Essential
Experience & Knowledge	<ul style="list-style-type: none"> <li>• Successful experience of building motivated teams which consistently excel in the achievement of organisational goals and targets</li> <li>• Experience in establishing valuable partnerships through commercial and/or CSR/ESG alignment</li> <li>• Successful experience of implementing strategy across marketing and fundraising campaigns which have a coherent and compelling story</li> <li>• The ability to manage a complex workload within agreed deadlines</li> <li>• Entrepreneurial and innovative mindset</li> <li>• Strong financial acumen</li> <li>• Experience at a senior manager level</li> </ul>
Skills required	<ul style="list-style-type: none"> <li>• Strong leadership skills and exceptional people skills</li> <li>• Excellent communication skills</li> <li>• Networking at a senior level</li> <li>• Ability to challenge colleagues constructively, with a productive outcome</li> <li>• An understanding and commitment to customer care</li> </ul>
Disposition	<ul style="list-style-type: none"> <li>• An understanding and alignment with the work of Cheltenham Festivals</li> <li>• Ability to forge strong internal relationships</li> <li>• Ability to get on with people from a wide variety of backgrounds</li> <li>• Willingness and ability to be flexible</li> <li>• Resilience and tenacity</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>• English and Maths at GCSE level or equivalent</li> </ul>

At Cheltenham Festivals we care deeply about inclusive practice and diversity. We are an equal opportunities and Disability Confident Employer who understands the benefits of diversity so that everyone – irrespective of individual identities, background, or any personal characteristics – receives fair and equal treatment in a safe, welcoming and enjoyable environment.