

JOB DESCRIPTION

Job title: Marketing and Income Generation Manager
Directorate: Corporate Strategy
Grade: 8

JOB CONTEXT / DIMENSIONS / RELATIONSHIPS:

Reports to: Chief Executive
Manages: Team of 8: 3 x direct reports
Liaison with: All relevant stakeholders, internal and external

JOB PURPOSE:

- Develop an ongoing fundraising strategy to support the SDNPA's Corporate Plan, which maximises unrestricted and restricted income
- Lead the SDNPA's fundraising and marketing activities in the next stage of its ambitious development towards financial self-sustainability
- Build a strong external profile for the role and work of the SDNPA as guardian of the unique environment which is the South Downs National Park
- Develop a public affairs strategy designed to focus and direct the external relationships of the entire organisation – Members and officers – in order to better deliver corporate priorities and to support income generation
- Contribute as requested to the Senior Management Team, assisting in corporate decision making

KEY ACCOUNTABILITIES:

- Direct and oversee the fundraising, marketing and communications and engagement functions, ensuring that funds are raised in a cost effective manner from all appropriate fundraising sources, including regional fundraising, trusts and foundations, corporates, events and challenges, individuals both high net worth and others, clubs and associations, legacies and the acquisition and development of donors through marketing initiatives
- Develop and apply a rigorous marketing approach, an understanding of fundraising developments across the national parks family and of effective fundraising tools
- Oversee the formulation and implementation of a marketing/communications/PR plan and a public affairs strategy
- Contribute to the development of clearly defined annual External Relations, Communications and Engagement Team objectives and targets. Ensure that adequate plans are in place to achieve them, in line with the Corporate Plan
- Guide the SDNPA in adopting a commercial focus and integrate thinking and plans to build income generation in an innovative way, providing direction, advice, expertise and leadership on all income generation activities
- Create a commercial and externally focussed culture and joined up model for income generation across the SDNPA to plan and develop new income streams, consistent with the current policies in the Partnership Management Plan and draft Local Plan

- Capitalise on branding, PR, social media and the SDNPA website etc. to focus on income generation, including expanding the commercial and relationship building potential of the new National Park shared identity
- Other duties requested by the SDNPA in line with the grading of this post.

CORPORATE RESPONSIBILITIES

Maintain awareness of and compliance with the ethical, legal and policy framework within which the organisation operates including, but not limited to:

- Authority Purposes and Duty
- Performance Development Review Scheme
- National Park Circular 2010 and any subsequent updates
- Data Protection Act
- Freedom of Information Act
- Officers Code of Conduct
- Member/Officer Protocol
- Health and Safety Policies and Procedures
- Equality and Diversity Policy
- Information Technology User Policy
- Information Security Policy
- All policies/procedures and guidance related to the designated role