

Job Description

JOB TITLE:	Early Years Marketing and Fundraising Officer
GRADE:	3
DEPT/TEAM:	Marketing – Schools & Youth Team
REPORTS TO:	Schools and Youth Manager

PURPOSE OF JOB:

To deliver the marketing and fundraising strategy and related materials for the early years audience in all Comic Relief campaigns, chiefly Red Nose Day and Sport Relief.

To inspire the early years audiences to develop a relationship with Comic Relief, deepen their understanding of Comic Relief funded projects and encourage them to fundraise for Red Nose Day and Sport Relief and continue to do so in the longer term.

Specific Responsibilities

1. To undertake audience research and consultation in order to inform the development of Early Years marketing and fundraising materials:
 - a. To develop and manage processes through which early years audiences feed into Comic Relief's early years offer
 - b. To test ideas and resources with early years audiences
2. To deliver the fundraising strategy and activity for the early years audience in Comic Relief campaigns:
 - a. To create and implement fundraising ideas and mechanics
 - b. To brief creative teams across a range of media to produce fundraising materials that increase the number of early years groups fundraising and increase their average gift value
 - c. To track and evaluate participation and income from early years groups
 - d. To evaluate, monitor and report the effectiveness and impact of early years fundraising materials against objectives
3. To develop activities and materials for Early Years Groups that raise awareness about how to participate in Comic Relief campaigns and the areas that Comic Relief funds:
 - a. To project manage the production of campaign materials for the Early Years offer working across a range of media including interactive, online, video, print and with various internal production teams
 - b. To brief creative teams across a range of media to produce these materials
 - c. To work with the Creative Learning Officer to ensure that the Early Years offer, delivers activities which link in with the Early Years Foundation Stage
 - d. To evaluate, monitor and report the effectiveness and impact of these activities and materials against objectives

4. To promote the Schools and Youth offer in order to increase take up through partnerships, marketing, PR and any other means appropriate:
 - a. To implement a coherent communications journey for the Early Years audience that promotes activity in and out of campaigns
 - b. To brief in marketing and promotional materials to creative teams across digital and print media
 - c. To work with the media team to deliver engaging Early Years content for editorial in national, regional and trade press
5. To monitor and report on budgets for relevant Early Years projects and materials

General responsibilities

1. To account manage relationships with external partners when asked by the Schools and Youth Project Manager
2. To undertake any appropriate work when asked by the Schools and Youth Manager and Head of Marketing
3. Maintain an up to date appreciation of developments in fundraising, marketing and Early Years sectors to inform organisational strategy
4. To uphold Comic Relief's brand values of dealing with serious issues in a fun way and empowering young people to change the world for the better
5. Be aware at all times of the Comic Relief Promise, investigating all opportunities to reduce Comic Relief costs.

PERSON SPECIFICATION FOR: EARLY YEARS MARKETING AND FUNDRAISING OFFICER
Grade: 3

EXPERIENCE	WHY	IMP.	App	Int	Test	Test Format
Experience of marketing a schools and or early years programme/activities.	To develop and implement the schools and youth direct marketing strategy.	Ess	√			
Experience working in an education setting, either as teacher, early years practitioner, youth worker or in voluntary sector, cultural sector, public sector or educational publishing.	To develop CR's educational work through specific projects both within and outside Campaigns.	Ess.	√			
Project management – including experience managing projects involving a number of stakeholders	To handle multiple projects liaising with external and internal parties in order to fulfil the Schools Strategy for Campaigns and other elements of the job.	Ess.	√			
Experience of developing fundraising strategies and activities for children and young people in a schools or early years group setting.	To deliver creative learning resources for teachers and young people	Ess	√			
Experience of, briefing creative resource such as designers.	To deliver creative learning resources for teachers and young people	Ess.	√			
Developing learning activity ideas for under 5's.	To play an active role in the formulation ad planning of all CR's education projects.	Ess.	√			
Experience of developing and implementing strategies for school or early years based education programmes and youth work	To develop and progress schools and youth campaign strategies and feed into the overarching Schools and Youth Strategy	Des	√			
Experience of delivering interactive learning online	To contribute to the educational element of CR's new media strategy	Des	√			
Experience of campaigning with children and young people around social justice issues	To engage young people in the serious issues behind CR's work and empower them to play a part in CR's Change Strategy	Des	√			
Experience of media relations in an educational or youth context	To work with the Media team to maximise opportunities for promoting our education projects and resources.	Des	√			
JOB SKILLS	WHY	IMP.	App	Int	Test	Test Format
Attention to detail	Able to produce work which is consistently accurate, which makes sense and which fits the purpose for which it was intended.	Ess		√		
Communication Skills - Oral	Able to communicate well with all contacts	Ess.		√		
Communication Skills - Written	To copy write material creatively for CR's education projects across all media.	Ess.	√		√	Written test
IT literacy in MS Windows and MS Office	Is able to create and edit documents using word processing or spreadsheet software, and to store and retrieve them on the network. Is able to use e-mail, an electronic calendar and the Internet effectively.	Ess.			√	
Customer Care	Responsible for projecting an excellent image of Comic Relief to schools.	Ess.		√		
Presentation Skills	To deliver strategic presentations to corporate, funding and education partners as well as workshops for children and young people	Ess.			√	Presentation exercise

Problem Solving	Uses a reasoned methodology to address a problem and learns from experience.	Ess.		√		
Project Management	Understands and applies Comic Relief's methodology to the management and administration of projects.	Ess.		√		
Risk awareness	Before acting, considers the consequences of what they do on their work, their colleagues and on Comic Relief as a whole.	Ess.			√	
Relationship Management	Needs to be able to maintain strong ongoing relationships with schools and education partners, including NGOs Media, BBC and Government. Will also need to be able to build new networks and develop existing ones.	Ess.		√		
Time Management	Able to prioritise work in order to get important tasks completed by the appropriate deadline. Allows sufficient time to prepare for important events or meetings. Seeks support when demands outweigh the available time.	Ess.		√		
Training Delivery	To deliver workshops/training	Des.	√			
KNOWLEDGE	WHY	IMP.	App	Int	Test	Test Format
An understanding of the process of making films and other educational media with children and young people.	To ensure that these media are produced professionally and sensitively.	Des		√		
Understanding of relevant areas of the National Curriculum	To extend CR's education work to schools and ensure curriculum fit and quality.	Ess.		√		
Knowledge of Poverty, Social Justice and Development issues – UK and/or International	To be able to confidently communicate complicated and sensitive issues to young people and educators	Des		√		
Able to outline the mission of Comic Relief and awareness of one of our campaigns	Shows commitment and interest in CR	Ess.		√		
An understanding of Diversity	In order to promote diversity throughout the organisation	Ess.		√		
QUALIFICATION/OTHER REQUIREMENTS	WHY	IMP.	App	Int	Test	Test Format
PGCE/Youth work	To support professional knowledge of education work with young people.	Des.	√			
Willingness to travel internationally	May be required to carry forward campaign initiatives for story gathering trips	Ess.		√		