

ABOUT TOOLS FOR SELF RELIANCE

We're looking for an expert communicator, a strategic thinker and an excellent customer relationship manager to join our team and take our exciting new income streams to the next level. If this sounds like you – read on!

Tools for Self Reliance is a local livelihood development charity working across the UK and in Africa. Our mission is to support people to gain the skills and knowledge they need to build resilient livelihoods and thriving communities.

We work with and through local partners in Ghana, Malawi, Sierra Leone, Uganda and Zambia to deliver training programmes where participants learn or develop vocational training skills, delivered alongside business training and life skills training. This is supplemented through a programme which supports trainees as they transition into work, providing mentorship, start up support and additional training as needed. We also deliver a business development programme, working with existing businesses to top up their practical and business skills.

To enable participants to move into work post training, our projects also include provision of tools and equipment they need for work. This is achieved either through shipping of donated and refurbished tools from the UK or through in-country purchasing.

In the UK we have over 400 volunteers who support our work through the collection and refurbishment of tools and fundraising and awareness raising. Whilst many of the tools donated to the charity are sent to our projects in Africa, there are opportunities in the UK too. In order to make good use of the skills and expertise of our volunteers and to ensure our refurbished tools are in the hands of trades people, last year we launched a UK Kits programme which will see us supporting organisations and charities who deliver vocational training and skills apprenticeship with kits and tools needed for their trainees. Alongside this programme, we also make use of tools which are in demand in the UK and sell these to generate income through a variety of outlets, including our new retail shop at our headquarters in Netley Marsh, online via eBay and via local events supported by our volunteers.

OUR VISION

A world free of poverty where people can use their skills and energies to meet their needs and aspirations.

OUR MISSION

Tools for Self Reliance supports people to gain the skills and knowledge they need to build resilient livelihoods and thriving communities.

ABOUT YOU

Our ideal candidate will be passionate and committed to making a difference in people's lives. You will have the drive to successfully fill this new role, and skills and experience of managing communications and marketing. Your work will be crucial in ensuring the creation of impactful content to help raise the profile of the charity and to achieve an uplift in engagement and support.

You will also have the vision to introduce new and innovative ideas, testing opportunities and initiatives to maximise and diversify our fundraising portfolio to achieve significant income growth.

You will be a resilient individual and a team player able to work flexibly and at pace to get the job done. You will join a small but impactful fundraising team and have the opportunity to appoint a new Marketing Assistant. For a self-motivated individual with a keen eye and the drive to take on a challenge, this could be the job for you. If you can galvanise support internally and externally through persuasive and effective communication and content, you could be making a big difference to the work of the charity and enable us to fulfil our ambitious programmes of support in Africa and the UK.

KEY RESPONSIBILITIES

The work of the Marketing and Development Manager will be varied and responsive to the priorities of the charity, and opportunities that arise within our communities. This will include, but not be limited to:

MARKETING AND COMMUNICATIONS

- You will lead on the planning of a targeted marketing and communication plan, and work with the Marketing Assistant and wider team to maximise engagement with the charity
- You will lead on the management, marketing and promotion of the Tools for Self Reliance Lottery.
- You will lead on the creation of compelling marketing assets and digital and print content to engage with followers and look to grow our online supporter community.
- You will lead on the management of our website, social media channels and external communications, monitoring engagement metrics to support SEO.
- You will work alongside our Individual Giving Officer, contributing to effective management of the supporter journey and to maximise new and existing opportunities to increase supporter numbers.
- You will liaise with the Volunteers Co-ordinator to consolidate effective communications with our volunteers across the UK
- You will liaise with the Africa Programme lead to create communications about our projects to engage our supporters across the UK.

RETAIL

- You will undertake a review of current income generating and retail activities, identifying opportunities to optimise income in the short term and build foundations for future growth
- You will lead on the development and delivery of a new sustainable retail strategy to achieve agreed income targets.
- You will proactively seek out partnerships with local businesses, national schemes and likeminded charities to develop and support our retail and income generation wing.

PROACTIVE NETWORKING AND RELATIONSHIP BUILDING

Develop relationships to build on existing networks and engage new support. This will include reaching out to local businesses and community groups, national schemes and other likeminded charities who may have an interest in the work of the charity and the services we currently offer and to promote new initiatives as they come on stream.

WORKING AS PART OF THE FUNDRAISING TEAM

Identify and cultivate prospects who may deliver further support for Tools for Self Reliance and communicate about these leads with the wider team.

Work as a part of the Fundraising Team, supporting major projects and events, as and when they arise, sharing information and contacts with colleagues.

This job description sets out the main requirements of this role but is not prescriptive. The post holder is expected to work flexibly and may be required to undertake responsibilities not specifically outlined above.

PERSON SPECIFICATION

Qualifications and Experience

- Significant experience and demonstrable skills in marketing and / or income development, ideally within the charity sector.
- A track record of ensuring delivery against best practice and using emerging trends in digital technology and social media to achieve or exceed income and engagement targets.
- Experience of design, branding and advertising.
- Proven experience of market research and analytics.
- Experience of social media management, including scheduling, content creation and using analytics to inform communication and engagement activities.
- Experience of using a CRM system such as Donorfy.
- Knowledge and experience of ensuring data protection compliance.
- Line management or supervisory experience.
- Demonstrable experience of self-starting ideas and activities, and an ability to spot opportunities for income generation and to promote Tools for Self Reliance.
- Demonstrable experience of design software skills such as Canva, Adobe Photoshop, InDesign or other similar resources.

Skills and Attributes

- Confident and effective communicator able to establish and nurture good working relationships and engage across a range of audiences.
- Demonstrable knowledge and skills in the use of computer packages – including Word, Excel and Adobe.
- Strong written and verbal communications skills, with excellent attention to detail and the ability to deliver compelling content.
- Strong time management skills, and the ability to organise and prioritise own workload, whilst supporting others under line management responsibilities.
- Able to plan and manage costs, and work with set / limited budgets.
- A flexible team player, willing to jump in when help is needed.

TERMS AND CONDITIONS	
Job title	Marketing and Development Manager
Contract type	Permanent (subject to successful completion of a probationary period) 35 hours per week
Reports to	Chief Executive Officer
<p>Location</p> <p>This is an office-based role in Netley Marsh, Southampton, with time out of the office for work-based activities.</p> <p>Given the nature of this role, we will endeavour to be as flexible as possible, but there may be limited opportunities for home working. The post holder will benefit from working at home during periods when our workshops or offices are closed, unless they have any planned activities requiring them to be on site during this time.</p>	
<p>Hours of work</p> <p>Normal hours are 9.00am – 5.00pm Monday to Friday. This can be adapted depending on hours worked.</p> <p>As part of this role some hours may be worked outside normal hours and there may be occasional unsocial hours, including weekends. Time of in lieu will be given in line with the TOIL Policy</p>	
<p>Benefits Package</p> <p>Salary: Starting at £32,500, with potential for increments subject to achieving targets</p> <p>Pension: A 10% pension contribution will be made by the employer (employees have the option to sacrifice up to 2% of this contribution and take it as other earnings).</p> <p>Leave allowance: 25 days plus bank / public holidays</p> <p>In addition, staff benefit from a discretionary 3-day closure over the Christmas period</p>	
<p>Travel</p> <p>Team members attend occasional events within Hampshire and elsewhere in the UK from time to time.</p> <p>This role may offer the opportunity to travel overseas.</p>	

Please note, we are only able to employ people with the right to live and work in the UK

Tools for Self Reliance provides equal employment opportunities to employees regardless of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. We particularly encourage applications from candidates from black and minority ethnic communities, who are underrepresented within the charity sector.

APPLYING FOR THIS ROLE

Please provide an up to date CV – this should be no longer than two sides of A4

Please also provide an accompanying supporting statement - this should be no longer than two sides of A4

The job description for the post shows the purpose and job content of the post whilst the person specification lists the criteria the successful candidate will need to meet. Applicants demonstrating that they possess the knowledge, experience, skills, personal qualities required for the job stand the best chance of being short-listed and selected for interview.

Your supporting statement should provide evidence that you meet each of the essential criteria contained in the person specification by giving examples of what you have done and saying how you believe you meet each requirement.

Please send your completed application documents to: jobs@tfsr.org

DEADLINE FOR APPLICATIONS – THURSDAY 3RD APRIL

Please note, we will be reviewing applications as soon as we receive them, so please apply early to register your interest.

Interviews will be held on a rolling basis, and the post will be closed early if an appointment is made prior to the closing date.

We are not able to provide feedback on applications at this stage of our recruitment process.