



**Fundraising and Marketing
Manager
Recruitment Pack
2023**



Contents

A welcome from our director.....	3
About Peacemakers.....	4
More about the role.....	6
Job description.....	8
Person specification.....	10
How to apply.....	12



A welcome from our director



Dear Applicant,

Thank you for your interest in the role of Fundraising and Marketing Manager at Peacemakers. The successful applicant will be joining a small team, notable for our friendly and supportive atmosphere.

Peacemakers' work continues to be known for quality peace education, primarily with children and young people and mostly in schools. We are passionate about the value of learning the skills of peace – co-operation, self-esteem, empathy, conflict resolution, emotional intelligence, non-violent action and more.

The highlights of the last year include:

- Success with a three-year grant to promote peace education in Key Stage 2
- Getting a one-year grant for our programme for at-risk young people
- Expanding our peer mediation programme in the West Midlands.

We have much of this year's money already raised and many schools already engaging with us, this role is to take us to the next level.

We very much look forward to hearing from you and good luck!

Sara Hagel

Director



About Peacemakers

Peacemakers is the working name of The West Midlands Quaker Peace Education Project and is a branch of Central England Quaker Charities. Established in 1987, it is based in Birmingham situated above the Quaker Peace Hub in Central Birmingham. Quakers have a longstanding commitment to peace and the work of the charity comes out of this.

We work with people in different types of communities to create peace through exploring, learning about and practising peace. We have a particular emphasis on working with schools.

We want to equip people in all walks of life to deal peacefully and creatively with the inevitable conflicts that arise for all of us.

What is Peace Education?

Peace education is the process of acquiring the knowledge and developing the attitudes, skills, and behaviours to live in harmony with oneself, with others, and with the natural environment.



Please see our website: www.peacemakers.org.uk for the full range of our work.



Our Values

Our work is grounded in the Quaker practices (known as testimonies) of **peace, simplicity, truth, integrity, equality** and **the environment**.

Peacemakers works for **positive peace**: more than the absence of conflict but the presence of peaceful beliefs and behaviours, of **justice** and **inclusion** as well as **non-violence**.

We **respect** every individual and value everyone's contribution and actively reject discrimination of any kind.

We see education as a means of developing human potential, and **healthy relationships** as a foundation for learning.

We value **quality** in all our work and see learning as a lifelong experience. We are always seeking to improve our work - evaluation and innovation is therefore of central importance to us. We value **creativity** in responding to the unique needs of each group.



Our Mission

- Our contribution to a more peaceful world is to work with people in different types of communities to create peace through exploring, learning about and practising peace. We have a particular emphasis on working with children and young people, especially in school communities.
- We support people within communities to build, strengthen and repair relationships at all levels.
- We equip them to deal non-violently and creatively with the inevitable conflicts that arise for us all.
- Our work centres on positive peace which is more than the absence of conflict it is the presence of peaceful beliefs and behaviours, of justice and inclusion as well as non-violence.

More about the role of Fundraising and Marketing Manager

Contract: 18 months with possibility of becoming permanent, 22.5 hours per week, 25 days holiday per year (pro rata), plus bank holidays, the office is closed between Christmas and New Year.

Salary: £ 32,000 pro rata

Reports to: Peacemakers Director

Location: Peacemakers is Birmingham based; the role is a hybrid one with one day a week in the office after the probation period. During the probation period this might be more.

To ensure we attract the very best talent we are open to discussing flexibility options around our contract terms.

If you would like to discuss this with us in advance of applying, please contact the Peacemakers office on office@peacemakers.org.uk

Candidates are encouraged to apply even if your experience doesn't precisely match the job description for this role. Your experience, skills and passion will set you apart so tell us about your achievements, irrespective of whether they are personal or work-related and how this has shaped you, including things you've learnt along the way. It is also important to us that the people we hire do not discriminate. We believe in being inclusive and giving everyone an equal chance to succeed. Applications are welcome from all regardless of age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status.

One limitation we have is that the charity cannot apply for lottery money as this is against the values of the Quakers, as it is seen as encouraging gambling.

There are opportunities to develop within the organisation as we grow, and Peacemakers is committed to providing a range of learning and development opportunities and we see this role as having the ability to flex to where talents and evidence for growth of the organisation lie.



Why Now? Why Peacemakers?

The Fundraising and Marketing Manager will join us at a pivotal moment in our organisational journey, as we grow and diversify our income. We are a growing charity and have a number of successful programmes and a great team of office and training staff. We have secured multi-year funding and support from a series of well-respected funders and partners. This has laid solid foundations for future growth as we seek to expand and scale our programmes.

Trusts and Foundations are interested in our work, based on our track record and area of expertise and we are in a unique position to be able to respond. We have already secured over half of our income for this year and are seeking strategic and multi-year funders. This role is instrumental to the growth and success of Peacemakers as we engage in a growth strategy. Its purpose is to increase our income generation, develop the charity's communications and reach, particularly online, and support the systems and processes needed to drive strong relationship-based fundraising.



Job Description



Main purpose of the job

- To raise the funds that Peacemakers needs to undertake its programme work and operate efficiently
- To market our programs to schools and others as required to meet our programme targets

Duties

Fundraising:

1. To develop our pipeline of applications to trusts: to increase the amount of donations we ask for and to increase our application rate
2. To maintain good relationships with funders, including accurate and timely reporting
3. To maintain good records on our CRM (customer relationship management tool)
4. To input to project and budget development so that we can attract funders and provide information they require
5. To diversify trusts we apply to
6. To develop new areas of fundraising income: online, corporate, and individual giving, for example
7. To develop a fundraising strategy that makes us sustainable in the long-term

Marketing:

1. To develop marketing campaigns for our work to bring our work to the attention of schools and others, through a variety of marketing channels
2. To monitor the effectiveness of these campaigns and report on them
3. To support communications to highlight our work and contribute to marketing
4. To contribute to the work of the team generally

Any special conditions

Occasional evening work may be required for committee meetings.

Applicants need to be able to travel across the West Midlands to observe our work.



Person Specification

	Application	Interview
Knowledge		
Fundraising Qualification (desirable)	X	
Experience		
Experience of fundraising research and managing pipelines	X	X
Experience of applying to donors with a minimum value of 5-figure gifts.	X	X
Experience of marketing	X	
Experience of other fundraising channels	x	X
Experience of writing fundraising strategies or inputting to them	x	
Background in supporting charities especially those relevant to education; and/ or youth/ wellbeing / peace	X	X
Experience of developing budgets for fundraising projects	X	X
Experience of IoF code of conduct and standards of best practice across fundraising	X	
Ability to seek out and develop new contacts and programme opportunities (through attendance at conferences and events etc) and potential partners	X	X
Experience of using social media to build marketing campaigns with clear ways to measure impact and success	X	X
Skills		
Strong written and verbal communication skills	X	X
Excellent eye for detail	X	
High standard of English writing skills	X	
Ability to write a report in a concise, engaging and accessible manner	X	

Strong people skills and willingness to work as part of a wider team	x	X
Ability to work independently using own initiative	X	X
Strong levels of comfort with using technology, particularly databases and spreadsheets	X	
Creativity	X	X
Ability to remain calm and balanced under pressure	x	X
Ability to demonstrate an understanding of and a commitment to equality and diversity	X	X
Able to meet targets	X	
Other		
Demonstrable commitment to peace	X	X
Ability to work on own initiative and adapt to changing circumstances	X	X
Ability to manage own time while juggling a number of projects	X	X

How to apply

Please complete the application form and diversity form sent with this pack. There is a section on the application form where you have the opportunity to tell us how you feel you would fit our person specification. Please ensure you complete this fully as we will use this to carry out our shortlisting process. Send the completed forms to office@peacemakers.org.uk



Please note we cannot accept CVs.

Application dates and interview process

- **Application deadline** 9am, 8th March 2023
- **Interviews** 23rd March 2023 in Birmingham.

If you would like to discuss any element of the role, you can request a chat with a member of the team.

Please send all applications and requests for introductory chats to office@peacemakers.org.uk

We look forward to hearing from you!