Link Academy Trust

Income Generation & Marketing Officer
Job Profile

Post title:	Income Generation & Marketing Officer
Reporting to:	DCEO
Salary and Grade:	0.6 (3 days per week) Grade E
Base:	This role will be based at Landscove School House but is required to work at any school where Link Academy Trust business is conducted that is within reasonable distance of the Trust base.

Main Purpose of the Job

- To develop significant new income streams through fundraising
- To open up new channels of communication, creating opportunities to promote the Trust and its schools to a wider audience
- To promote and advertise the Trust and individual academies through social media platforms
- To organise and run marketing campaigns throughout the Trust
- Making a significant contribution to the wider aspects of the Link Academy Trust

Main Responsibilities:

<u>Income Generation</u>

- To achieve income generation targets by researching and pursuing opportunities to raise funds from a range of sources, such as trusts and foundations, companies, alumni and the broader schools' communities
- To have a clear understanding of the Trust's development priorities and funding needs, in order to identify opportunities to maximise income
- To develop and implement a strategic plan – covering a range of initiatives – to maximise income from fundraising.
- To initiate and nurture ongoing relationships with all potential supporters, acknowledging the importance of donations through regular reporting and communication.
- To create a database of supporters, from current and past parents and students, and to use this database to develop an active and supportive network.
- To work collaboratively with key members of staff seeking funding, and to support the PTFAs in fundraising initiatives
- To submit accurate termly reports of fundraising activities, as required, to the TBM.
- To be aware of current trends in UK fundraising

<u>Social Media</u>

- Creating content, including text posts, video and images for use on social media
- Promoting products, services and content over social media, in accordance with trust policy and procedures
- Scheduling weekly social media posts via different platforms e.g. Facebook, Twitter, Instagram for each academy and the Trust
- Developing new social media strategies and campaigns
- Managing a budget to be spent on promoting social media posts
- Keeping track of data and analysing the performance of social media campaigns
- Collaborating with colleagues from across the Trust to ensure branding is consistent
- Provides training and guidance to Trust staff on social media implementation best practices and strategies

<u>Marketing</u>

- Working with the individual academies to develop and create all promotional material for open days, wrap-around care etc. whilst monitoring budget limitations
- Support all academies in delivering key events
- To monitor academy websites to ensure promotion and marketing content is up to date and encourage contributions from appropriate staff
- Checking the functionality of the websites to ensure that it is navigable

Skills and experience required:

Essential:
· Strong and clear written and verbal communication skills
· Team player
· Flexible and diplomatic
- Strong organisational and planning skills
- Be able to work to tight deadlines
· Proactive self-starter
· Ability to juggle priorities and to demonstrate effective and efficient time management
· Ability to understand and work within a school culture
- Knowledge of existing and emerging social media platforms
- Attention to detail and problem solving skills

Desirable:
· Experience of successfully raising funds from trusts/foundations or corporate sources
· Experience of managing budgets and producing costings for funding applications
· Experience of engaging with local groups, such as businesses and community networks
· Experience of successfully recruiting volunteers and building volunteer networks
· Experience of using a CRM database and Microsoft Office, including Excel
- Experience of working in a fast-paced environment

Code of Conduct
The Link Academy Trust expects all staff to ensure that their standards of conduct are, at all times, compliant with the Code of Conduct for Employees and the policy for Acceptable Behaviour in the Workplace.