

Inspected and rated

Outstanding ☆



Options

Living life to the full!

Marketing & Fundraising

Manager

Job Pack

"Together, we give every person we support the opportunity to have a fulfilled and meaningful life."

Marketing & Fundraising

Manager

Background

Options for Supported Living, founded in 1993, is a well-established local charity, providing support for people with learning disabilities within Merseyside. We are proud to be celebrating our 30th year in 2024.

For us, it's all about making a positive difference in peoples lives. We have grown gradually over the last 30 years and currently provide support to 181 people across Liverpool, Wirral, and Sefton. We employ 376 staff across the whole organisation providing a mix of supported living and outreach-based support.

At Options, we aspire to be different to other supported living providers. We are shaped by our vision, values and beliefs and set a high bar when it comes to person-centred principles.

Even with the pressures in social care at the moment, we continue to invest in training, healthcare, inclusion, innovation, and quality to ensure the people we support are living the lives they choose and to the highest quality.

More Recently...

As we look towards the next 30 years of Options support, we want to do more to influence the communities around us, and the wider social care system to demonstrate what is possible.

We work hard to create a better world where people with disabilities contribute to their communities as unique and valued members. Through the support we give, we enable people to make decisions for themselves and live lives full of friends, family, people they love, community, health, and purpose. The same as anyone.

And we don't stop there. We're committed to speaking out about the things that matter most within social care. Through our community we give people a voice, working together to create a lasting impact.

We are proud to hold an Outstanding rating with the CQC. This is only possible due to our innovation, quality of all our staff and great leaders.

Our Vision.

"A better world where people with disabilities contribute as unique and valued members of dynamic and inclusive communities."

Our Mission.

We support, empower and enable people with disabilities to live their lives to the full.

Our talented and dedicated teams work collaboratively with families, carers, partners and our communities to offer genuine person-centred support.

"Together, we give every person we support the opportunity to have a fulfilled and meaningful life."

Our Values.

Creative Collaborators - We love teaming up and thinking outside the box. We listen, learn, and welcome diverse ideas because it makes us stronger and helps us do better.

Courageous Advocates - We stand up for fairness, celebrate every victory, and speak out for those who can't. It's all about creating a world where everyone is treated equally.

Passionately Committed - to improving lives. Balancing our team's well-being with our mission, we stay positive and keep pushing for a more inclusive society.

Curious Learners - We're always exploring new ways to understand and support our community. We believe in growing our skills and learning from each other. We're authentic, bold, optimistic, and full of knowledge, committed to making life better for everyone.

What We Believe.

We believe that we all...

- Should have control over our own lives and the resources to shape our future
- Deserve belonging, acceptance, and dignity in our communities
- Should be able to have enriching experiences, meaningful relationships and express our own cultural and spiritual beliefs
- Should take responsibility for what we can and ought to do for ourselves, whilst caring about others and helping those around us.

Living life to the full!

Marketing & Fundraising

Manager

Job Description

Details

Role Purpose:

It's an exciting time to join Options as we focus on income generation to drive sustainable growth for the future. Working through a team, the Marketing & Fundraising Manager is instrumental in supporting Options vision and mission through clear strategic marketing, fundraising delivery as well as monitoring and reporting on its impact.

Reporting to:

Chief Executive Officer.

Responsible for / manager of:

Marketing Team consisting of a Marketing Officer, Fundraising Coordinator, and Social Media Apprentice.

Main Responsibilities:

1. Ensure the development of a clear marketing and fundraising plan aligned with our strategic objectives and target audience to drive brand awareness, engagement, and income.
2. Work alongside agency partners to plan, execute and monitor integrated marketing and fundraising campaigns across on and offline channels.
3. Ensure brand consistency and integrity, including tone of voice across all marketing materials and communications.
4. Create engaging and compelling content including articles, blogs, videos, and graphics to promote our support and expertise and raise awareness of key campaigning topics.
5. Maintain a database of supporter, donors, and potential funders, maintaining accurate records that are kept up to date and information handled in accordance with the Data Protection Act and GDPR regulations.
6. Ensure donor effective stewardship journeys are followed.

Cont...

Marketing & Fundraising

Manager

Job Description

Main Responsibilities (Cont...)

7. Maintain online fundraising platforms, social media feeds and associated communications tools alongside the Marketing Officer.
8. Lead, motivate and support the marketing team: Marketing Officer, Fundraising Coordinator, and Social Media Apprentice.
9. Oversee website content management ensuring, blogs, stories, and events are relevant and in line with our marketing and fundraising strategy.
10. Work alongside other departments such as the Community, Recruitment, and Finance Team to ensure the organisation runs smoothly.
11. Collect feedback from people we support, families and staff to ensure the continued development of the marketing and fundraising strategy.
12. Look for opportunities to increase our network of contacts, stakeholders, and volunteers.
13. Support the Leadership Team in improving internal communication and brand alignment of all staff and people associated with Options.
14. Working alongside the leadership team to ensure that one-off projects are completed on time and accurately.
15. Remain up to date with current marketing trends to influence and remain relevant in a widely competitive third-sector market.
16. Prepare reports for the leadership team and Options trustees on project targets and outcomes.
17. Attend relevant meetings and work within Options, values and beliefs, policies, and procedures.
18. Represent Options at events as required.

Marketing & Fundraising Manager

Person Specification

Experience:

1. Experience of professional fundraising, or similar experience in a marketing, sales, or business development environment.
2. Track record of setting and achieving income targets.
3. Experience of managing people.

Qualifications:

1. It is desirable to have a relevant professional qualification – Chartered Institute of Marketing (CIM) or Chartered Institute of Fundraising (IoF) – or working towards.

The person (Knowledge, Skills & Values)

1. Working within the values of Options.
2. Accessible language skills – it is essential that you have strong verbal and written communication skills and that our communication is accessible for the people we support and the general population; an understanding Easy Read guidance and inclusive language would be preferred.
3. Relevant and up-to-date IT skills, knowledge of digital channels and how they can be used to gain and promote social care and the third sector.
4. Have a good eye for design.
5. Have excellent attention to detail.
6. Confident and capable organiser.
7. Good networking skills.
8. Delegator and able to prioritise.
9. Have a positive attitude and integrity.
10. Able to work confidently when required.
11. Have a desire to get things done proactively and purposefully.

Marketing & Fundraising

Manager

Summary of Terms

Salary:

£35,000 per annum.

Working Time:

Full-time hybrid working (37.5 hrs per week, up to two days from home per week)

Contract Type:

Permanent

Annual Leave:

33 days inclusive of premium days (Bank Holidays)

Sickness:

5 days (one calendar week) full pay per year (after the first 6 months of service) and after a waiting period of 3 days.

Car:

40p per mile (when additional travel is required to carry out work for Options)

Training:

Options is committed to significant staff training and development and will support the post holder in their development.

Pension:

Subject to eligibility, we will automatically enrol you into our nominated pension scheme after you have worked for us for three months. You can opt-out if you do not wish to be in the Scheme. Options will contribute 5% of salary to a pension scheme

Based At:

Options office (currently central Liverpool)

Recruiting staff with Criminal Records

Options is committed to people – people we support with learning disabilities and people who work for Options – our staff. We recognise that sometimes people commit crimes, but then develop beyond that, with the potential to be great at supporting people with disabilities.

Options is committed to providing opportunities for employment for people who have a criminal record or have been the subject of police enquiries. What we must do is to ensure this happens safely, without putting people we support at risk – financially, physically or emotionally.

Options, therefore has a policy of carrying out Disclosure and Barring Service checks (DBS) on all of its employees. DBS checks examine people's police records and other national registers that may indicate someone's unsuitability to work with people who are vulnerable. We do this because:

- a) We want to ensure the safety of people we support
- b) We want to get the right staff (who may have committed offences but have developed beyond that)
- c) We are legally obliged to.

We comply with the DBS Code of Practice and undertake to treat all applicants fairly. A copy of the code of practice is available from the office if you would like one. We are keen to give a 'second chance' to people no longer likely to commit offences. Potential employees are advised at application stage i.e. in the application form, that they must disclose any cautions / convictions / warnings / court appearances which they have and that failure to do so will result in dismissal should the cautions / convictions / warnings be revealed subsequently, this is true of all civil and criminal offences. Should a candidate disclose cautions / convictions / warnings / court appearances at the interview stage, the chair of the interview panel should ask the person for more details. The decision as to whether or not to appoint should then be made bearing any of the information that has been disclosed in mind.

Should a successful candidate not reveal any cautions / convictions / warnings / court appearances which he/she have at application, Options will terminate that person's employment, based on non-disclosure, and the need for honesty and integrity in the service. Applicants are always appointed subject to a satisfactory DBS check.

[Cont...](#)

Recruiting staff with Criminal Records

Options reserves the right to refuse employment to anyone who has a conviction for the following, should the circumstances of that conviction indicate that the employee may pose a potential threat to any of the people we support.

- Fraud
- Obtaining money by deception
- Crimes of a violent nature
- Burglary
- Theft
- Actual Bodily Harm
- Drug Related Offence

No offence whatsoever is regarded as spent as Options work and appointments are exempt from the Rehabilitation of Offenders Act 1974 due to the nature of the work that we do.

Options also reserves the right to refuse employment to anyone who has a number of convictions over a period of time, where the crime itself may not warrant either not appointing a candidate or termination of employment but the frequency and the pattern of crime indicate the person may re-offend.

Having a criminal conviction will not necessarily bar you from working for us. That will depend on the nature of the conviction and the circumstances and background of your offences. Dishonesty regarding convictions, cautions or court appearances will lead to non-appointment.

Our Staff Benefits.

Working with us here at Options also carries with it a large array of benefits that you can take advantage of. We have something for everyone!

Arriva Travel Club.

We're happy to let you know that we've joined Arriva Travel Club. This scheme allows staff to purchase monthly tickets by direct debit at a discounted rate. While discount rates vary depending on the type of ticket you require, it is usually around 20%. Tickets purchased through the app can be used for an entire month (longer than the standard 4 weeks) meaning you only have to purchase 12 a year, instead of 13. If you select the 'paper ticket' option when setting up your account, you can also benefit from up to 2 children travelling free on weekends and bank holidays when accompanied by the ticket holder.

Fix Your Bike Voucher.

If you primarily cycle to work, you can claim a £50 Halfords e-voucher that can be used against cycle services and repairs in-store. This scheme is limited to one voucher per staff member per year.

Blue Light Card Reimbursement.

A Blue Light Card allows social care staff to access thousands of discounts from online and high street retailers. Savings can be made on things like clothing, insurance, days out, restaurants and even holidays. These cards cost £4.99 and last for 2 years. Options will reimburse staff for the purchase or renewal of a Blue Light Card.

Health Assured (Employee Assistance Programme).

Our Employee Assistance Programme through Health Assured allows our staff to access a free 24-hour confidential helpline. Support is available in a number of areas from dealing with stress and anxiety, to accessing counselling and financial well-being advice. This support is also available for family members of staff, who can also use the helpline. Further support is available through an online health portal. Through this portal, you can access more information about what Health Assured can offer, along with resources about physical health, emotional health, wellbeing and more.

Our Staff Benefits – Cont...

Cycle to Work.

Cycle to Work allows staff to spread the cost of buying a new bike and cycling equipment over a year, allowing them to save money by not paying tax or national insurance. If you join the scheme, you can choose the bike or equipment that you want from a wide range of shops (up to £1000) and pay this back through payroll deductions over 12 months.

Learn to Drive.

Learn to Drive enables staff to take driving lessons at a discounted rate. Eligible staff source their own driving instructor. Options then purchase a block of lessons (worth up to £900) upfront, paying the fee directly to the instructor. Staff then repay 75% of the cost through payroll deductions and Options contributes the other 25%.

o2 Open.

As part of our company contract with o2, all staff can get access discounts of up to 25% on o2 Refresh mobile phone plans.

Medicash.

Medicash is a low-cost medical insurance package which provides cash back towards healthcare costs. Medicash offers 5 different tiers of insurance from bronze to platinum, with the most basic package costing just £6.95 a month. Medicash payments can be made via payroll deductions. Even better, your Medicash cover extends to up to 2 children under the age of 16. Children receive the equivalent of half your coverage (e.g. if you can claim up to £50 in optical fees, children are covered for £25 each).