



## Digital Marketing & Fundraising Officer

APPLY NOW



# OUR MAIN VALUES

Over at IMO, our values are important to us in ensuring that the work environment is a fair and enjoyable place to be. Our team takes pride in representing these values through their decisions, actions and responsibilities in their day to day life. **Our values include:**



Passion



Respect



Accountability



Teamwork



Knowledge



Action



Equality and  
Diversity



## Job Overview

**Job Title:** Digital Marketing & Fundraising Officer

**Department:** Fundraising Team

**Responsible to:** Senior Fundraising Manager

**Place of work:** IMO Office (hybrid will be considered with regular office presence)

**Hours of work:** 37.5 hours per week

**Period of contract:** 12 Months Fixed Term

**Annual Leave:** 25 days plus 8 bank holidays

**Salary:** £27,000 - £30,000

### **Benefits:**

- 25 days plus 8 bank holidays
- Flexible working arrangements
- Pension Scheme
- Sick pay
- Internal staff well-being group to support staff welfare
- Personal development opportunities
- Free staff parking
- Health Benefits



# "Inspire, Motivate, Overcome"

## PURPOSE OF THE POST

The Digital Marketing & Fundraising Officer will drive the charity's brand visibility, supporter engagement, and income growth through strategic and creative marketing and communications. Working closely with the Senior Fundraising Manager, they will develop compelling campaigns, stories, and content that inspire action and strengthen relationships with donors, partners, and the wider community.

"As a grass roots charity, we have been supporting the vulnerable and deprived adults and young people of Blackburn with Darwen. Over the years, we have seen many barriers and challenges the local community are facing. Our aim is to address these issues by inspiring, motivating and empowering individuals to overcome any situation ."

**Mohammed Sidat (CEO)**

## **KEY RESPONSIBILITIES**

### **Marketing & Brand Development**

- Co-develop and deliver a marketing strategy that raises awareness of the charity's mission, impact, and fundraising priorities.
- Ensure consistent brand identity and tone of voice across all internal and external communications.
- Plan and manage multi-channel marketing campaigns (digital, social, PR) to support fundraising appeals, events, and donor stewardship.
- Collaborate with colleagues to craft persuasive supporter journeys that enhance donor acquisition and retention.
- Produce emotionally engaging storytelling content, including impact stories, case studies, newsletters, and campaign materials
- Lead on the creation of key organisational materials (impact reports and annual reviews) that demonstrate transparency and effectiveness to supporters and funders.

### **Fundraising & Supporter Engagement**

- Develop emotionally engaging narratives that connect donors with the impact of their contributions – highlighting stories from service users, projects, and communities.
- Support income generation activities across individual giving, corporate partnerships, community, and trust fundraising.
- Create stewardship materials (thank-you packs, newsletters, impact updates) that nurture donor loyalty and retention.

### **Digital & Content Creation**

- Lead on digital communications, including website management, social media storytelling, email marketing, and online fundraising appeals. Platforms will include Facebook, Instagram, X, LinkedIn and the role will be responsible for organisational growth onto other platforms.
- Use analytics and data insights to measure reach, engagement, and conversion, refining campaigns for better outcomes.
- Co-ordinate and implement specific marketing campaigns and targeted promotions to ensure desired objectives are achieved in a timely manner and within budget.

### **Marketing Materials & Brand Assets**

- Oversee the creation, production, and distribution of marketing and fundraising materials (e.g. leaflets, banners, event packs, supporter merchandise, and signage).
- Manage relationships with external suppliers, printers, designers, and fulfilment partners to ensure high-quality, cost-effective outputs.
- Manage stock levels of printed materials, ensuring timely reordering and responsible use of budget.

### **Additional Responsibilities**

- Lead internal communications to keep staff, volunteers, and stakeholders informed, engaged, and aligned with organisational goals.
- Support cross-departmental collaboration by providing communications expertise to fundraising, services, campaigns, and policy teams.
- Monitor, evaluate, and report on the impact of communications to demonstrate contribution to organisational objectives and fundraising outcomes.

## QUALIFICATIONS

### **Essential:**

- 5 GCSE grades A-C including English Language and Maths.

### **Desirable:**

- Professional marketing qualification (e.g. CIM, IDM, or equivalent).
- Evidence of continuing professional development in digital marketing, communications, or fundraising

## EXPERIENCE

### **Essential:**

- Proven experience in marketing and communications within the charity, non-profit, or public sector.
- Developing and delivering multi-channel campaigns that drive supporter engagement and fundraising outcomes
- Managing external agencies, designers, printers, and suppliers to produce marketing materials
- Managing digital platforms, including websites, email marketing, and social media
- Working to clear policies and procedures
- Working to targets and deadlines

## SKILLS

### **Essential:**

- Excellent written and verbal communication skills, with the ability to produce clear, compelling, and inspiring content for different audiences
- Competency in digital marketing tools (e.g. email platforms, social media management tools, analytics dashboards).
- Creative design and layout skills using tools such as Canva or Adobe Creative Suite
- Strong attention to detail and commitment to brand consistency.

### **Desirable:**

Analytical mindset – able to interpret data, measure impact, and report on communications performance.

## KNOWLEDGE

### **Essential:**

- Familiarity with the charity sector landscape and current fundraising trends
- Understanding of the role marketing and communications play in achieving fundraising and income generation goals.
- Strong understanding of ethical storytelling, safeguarding, and data protection (GDPR) in a charity context.
- Knowledge of key marketing principles, including audience segmentation, brand positioning, and supporter journeys
- Knowledge of media relations and PR best practice

## **SAFEGUARDING**

IMO Charity is committed to Safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. The successful applicant will be required to undertake appropriate safeguarding checks as well as providing proof of right to work in the UK. The successful applicant can expect to have their personal information entered on to a Single Central Record, which will be shared with governing bodies and organisations where applicable.

The person appointed to this post will have contact with vulnerable young people and adults. Therefore, the post holder will require an enhanced Disclosure Barring Service (DBS) check.

## **EQUALITY & DIVERSITY**

As we are a diverse charity that respects differences in race, disability, gender identity, sexual orientation, faith, background or personal circumstances - we welcome all applications. We want everyone to feel valued and included in the IMO Charity and to achieve their full potential. IMO Charity is opposed to any form of discrimination and commits itself to the redress of any inequalities by taking positive action where appropriate.

## **TO APPLY**

Please send your CV and a cover letter to **hr@imocharity.org** by **4:30pm on Friday 15th November 2025** (Shortlisted candidates will be invited for interview on a rolling basis).

Your CV should include the names and contact details of two referees. It should also include your notice required from an existing employer.

You **MUST** read the above document before applying as this contains the person specification. Your covering note should specifically address the qualities and attributes, which are outlined in the Person Specification and linked to the duties and key responsibilities.

Please limit your CV to two sides of A4. Your cover note should also be limited to two sides of A4.

For an informal discussion, please call **Dilys Grocott** on **01254 781310 / 07756983753**.