A colorful circle with white text

Description automatically generated**Trainee Marketing and Fundraising Officer**

**Job Description and Person Specification**

**Role:** Trainee Marketing and Fundraising Officer Full-time

**Responsible to:** CEO

**Salary:** £24,570

**Benefits:** 25 days annual leave (+ bank holidays and 3 extra days for Christmas); Wellbeing hours as your mental health is important; a supportive team.

**Location:** Hybrid working (office base in Loughborough)

**About the Role**

This is an exciting time to join Love4Life as we continue to grow and flourish. We specialise in supporting girls aged 11-18, our work helps to build positive self-esteem, body image and the handling of emotions to feel good about themselves. We believe that once young people feel good about themselves they are more likely to make healthy and positive choices for their lives.

As Trainee Marketing and Fundraising officer for Love4Life you will support delivery of the charity's strategic plans and objectives, by generating and growing income from a range of areas; applying to trusts and foundations; developing long-term relationships with donors, businesses and community groups, increasing earned income by selling workshops and attending events.

In addition you will take an active role in Love4Life’s marketing activities, including fundraising activities on social media, creating campaign content, and supporting event planning and communications. You will be supported to develop your skills and experience in marketing and fundraising.

**Key Duties:**

* Fundraising Support: Collaborate with the Fundraising Team to secure income through various channels, including:
  + Writing and submitting applications to trusts and foundations
  + Cultivating long-term relationships with donors, businesses, and community groups
  + Developing and promoting paid for workshops to increase earned income
* Marketing Activities: Actively participate in Love4Life’s marketing initiatives, including:
  + Designing and implementing fundraising campaigns on social media
  + Creating engaging content to promote our mission and activities
  + Assisting with event planning and communication strategies

**About You**

This role would suit an enthusiastic, adaptable professional who is keen to develop their marketing and fundraising skills and is motivated to make a difference. We are looking for someone who thrives in a collaborative team environment while managing their own projects and priorities efficiently.

**Essential skills and attributes**

* A full driving licence and access to a vehicle.
* Proficiency to use and learn generic (Microsoft) and bespoke (Salesforce) IT platforms.

If you would like to join an exciting, innovative, and ambitious charity, passionate about supporting and empowering young people we would love to hear from you.