

**For over a century, the Royal Variety Charity has been dedicated to supporting those who have worked in the entertainment industry, providing vital assistance to artists, performers, and behind-the-scenes professionals in need.**

Through financial aid and healthcare support—including our renowned Brinsworth House care home—we ensure that those who bring joy to millions receive the care and dignity they deserve. Funded in part by the world-famous Royal Variety Performance, we champion the well-being of the entertainment community.

## **Marketing Manager**

**Organisation:** Royal Variety Charity

**Location:** Twickenham, 2 days onsite, 1 day remote

**Salary:** £40,000 pro rata

**Contract Type:** Permanent/Part-Time

**Reporting to:** Chairman

### **Purpose**

The Royal Variety Charity seeks an experienced, innovative and passionate Marketing Manager to take responsibility for the strategic development and delivery of all aspects of our marketing, communications and fundraising activity.

### **Responsibilities**

A new role which is central to promoting the charity's work, raising vital funds, and engaging key stakeholders, including donors, sponsors, and the entertainment industry; work which will serve to enhance the charity's profile, expand our reach, and help to secure our long-term financial sustainability.

Working collaboratively with our Chairman to constantly come up with new and creative ways to engage with new brands and strengthen existing relationships, overseeing the annual marketing budget and providing broader strategic planning support to the charity as a member of the senior management team.

You will be responsible for:

#### **Marketing & Communications:**

- Developing and implementing a comprehensive marketing and communications strategy to promote the charity's work.
- Safeguarding the integrity of the brand and ensuring brand consistency across all marketing channels.
- Assisting in the development and execution of digital campaigns across all platforms.
- Managing our social media channels, email marketing activities and all our digital and print advertising.
- Creating compelling content for newsletters, and promotional materials.

- Managing relationships with media, PR agencies, and industry stakeholders.
- Managing promotional material for our annual fundraising event, the Royal Variety Performance, and creating digital strategies to promote the show and its reach.

#### **Fundraising & Development:**

- Developing and implementing innovative fundraising campaigns and initiatives designed to identify and attract Major Donor income.
- Identifying and securing funding from high-net-worth individuals, and through corporate partnerships, trusts and foundations, and individual donors.
- Sourcing, securing and implementing partnerships with brands and sponsors.
- Building and nurturing relationships with donors, patrons, and supporters to increase long-term engagement.
- Organising high-profile fundraising events, drawing on the warm relationships we enjoy with the entertainment industry.
- Preparing reports and proposals for potential funders and stakeholders.

#### **Partnerships & Stakeholder Engagement:**

- Strengthening existing partnerships and developing new collaborations,
- Working closely with key figures in the entertainment industry to enhance the charity's profile.
- Representing the charity at industry events, networking functions, and meetings.

#### **Person Specification:**

- Proven experience in marketing, fundraising, or development within the charity, arts, or entertainment sector.
- Strong track record of securing funding from high-net-worth individuals, corporate sponsors, and grant-making trusts.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives.
- An existing network of strong relationships with Brand Managers, including their PR and Advertising Agencies.
- Expertise in brand management, digital marketing, social media management, and content creation.
- Experience in event planning and stakeholder engagement.
- Strong relationship-building skills with donors, sponsors, and media contacts.

- Knowledge of CRM and donor management systems and a familiarity with grant applications and reporting.
- Ability to work both independently and collaboratively within a small team.
- Passion for the mission of the Royal Variety Charity and knowledge of the entertainment industry.