

JOB DESCRIPTION

Job Title:	Fundraising Manager
Department:	Fundraising
Responsible to:	Hospice Chief Executive
Responsible for:	Fundraisers, Supporter Care Coordinator, Communications Officer
Hours:	37.5 hours Monday to Friday Must be flexible to work irregular hours as demanded by the requirements of the post (Would consider part-time)

1. Job Purpose

Working at a senior level to be responsible for the daily activity of the Fundraising, Communications and Marketing team (FCM), setting targets and KPI's for the team in order to develop and implement THH Fundraising Strategy. This role will strive to continually maximise on agreed activity and improve practices in relation to income generation and supporter relations.

The fundraising responsibilities of this post will be in relation to instigating and securing high-level corporate partnerships and sponsorship, high level major donations, develop in-memory and legacy fundraising and leading on the trust and foundations income stream. Implementation and delivery will be with the support of the wider Fundraising, Communications and Marketing team.

To develop THH's Regular Giving offerings in order to grow this sustainable income stream.

To manage the Donorflex database working closely with the Supporter Care Co-ordinator and the Communications Officer in order to fulfil the wider objectives of the Fundraising Strategy and the Supporter Care Strategy.

2. Key Tasks / Duties and Responsibilities

To lead and motivate the Fundraising, Comms and Marketing team and external team of committed volunteer fundraisers in driving forward all fundraising activities.

To work closely with the Hospice Chief Executive to develop, drive and implement the Fundraising Strategy, with the aim of developing current activity.



To devise and implement new programmes which will increase funding and the supporter base as dictated by the strategy.

To contribute to the business planning and budgeting process and support in preparing forecasts and plans for inclusion in the Hospice's planning and budgetary process.

To lead and develop THH's Business Ambassador programme and implement a strategic and targeted approach to corporate fundraising with identified prospects across the area, working closely with the wider team on deliverables of any such partnership.

To secure Payroll Giving opportunities, COTY adoptions, partnerships and sponsorships for THH's events, campaigns and services.

To package fundraising opportunities for prospective corporate donors and identify potential supporters through local media and networking.

To develop in-memory, light up a life and legacy giving income streams and identify, secure and nurture relationships with existing and potential major donors.

To lead on the trust and foundations income stream to ensure budgeted targets are reached.

Identify and package Regular Giving opportunities for prospective donors and volunteers and secure recurring income from corporate partners.

Work alongside the Communications Officer to devise and produce bi-annual newsletter mailings and direct mail appeals, as and when required. This will include the analysis and extraction of data from the Hospice supporter database (Donorflex).

To oversee the management of the Hospice supporter database and be responsible for segmenting, analysing and protecting supporter data.

Manage the design of marketing materials and literature for specific fundraising campaigns where required.

To adhere to best practice and adhere to regulatory requirements across all fundraising activities.

To lead the implementation of fundraising activities and events within the defined budget limits and timetables including negotiating costs, schedules and sponsorship with appropriate suppliers and companies.

To drive down costs across all fundraising activity and secure as much FOC as possible.

To work in collaboration with HR and Volunteer Officer to ensure there is an effective volunteer recruitment and retention strategy to meet the needs of the FCM department.



To lead, manage and implement the day to day operations of the FCM team through a planned and focused strategic approach. This will include monthly meetings with the team and the implementation and monitoring of KPI's.

To ensure the Fundraisers are skilled, knowledgeable and motivated and that they continue their personal development within available resources.

To document and interpret fundraising activities and campaign results to provide reports and make recommendations for improvements in the development of income growth and donor relationships. This will involve compiling monthly reports and monitoring against agreed targets and budget.

To communicate and work effectively with staff in other areas of the organisation and to engage staff and volunteers to maximise fundraising opportunities.

To work closely with the Communications Officer to agree collaborative work plans and raise the profile of the charity locally and regionally.

To represent THH at public and media events as required.

To keep up to date with fundraising developments and best practice in competitor activities and the not-for-profit sector in general.

Direct Reporting Staff

To be responsible for the day-to-day line management of the Senior Community Fundraiser, Community Fundraiser, the Communications Officer and the Supporter Care Co-ordinator

To assist in the recruitment of staff for the FCM department.

To liaise with the HR & Volunteer Officer regarding the recruitment of fundraising volunteers.

To carry out training and supervision of staff as required.

To carry out regular team meetings / appraisal/ one to ones with staff and volunteers.

3. Self Development

To undertake appropriate personal development and maintain, develop skills and knowledge as determined by the annual review and development meetings and subject to the availability of resources.

4. Working Relationships & Team Working

To work as a positive team member at all times.



5. Conduct

To behave in a professional manner at all times, reflecting and maintaining the values and ethos of the organisation and generating a positive image of THH.

To adhere to all THH policies and procedures to ensure that these are maintained at all times.

6. Health and Safety

To adhere to THH Health and Safety policy at all times.

To monitor and maintain a safe working environment and working practices at all times and report any unsafe conditions or potential hazards.

To ensure that staff and volunteers receive Health and Safety and Manual Handling training, and also that all required updates to these two essential requirements are completed in a timely manner.

7. Other

To undertake any other duties as appropriate within the competence level and general level of responsibility of the post as required by the Chief Executive.

From time to time there may be the requirement to work outside of normal business hours.

Disclosure Level: An enhanced Criminal Records Check is required

Prepared by: Laura Elliott, Fundraising Manager, April 2018



PERSON SPECIFICATION

Job Title: Fundraising Manager

CRITERIA	ESSENTIAL	DESIRABLE
QUALIFICATIONS TRAINING & EDUCATION	Formal training programme after GCSEs, equivalent to two years of vocational, academic, commercial/technical education (eg. 'A' levels, 6 th year Studies, Highers, EDEXCEL/BTEC ONC, City & Guilds, NVQ/SVQ3).	Institute of Fundraising Certificate Management qualification Member of the Institute of Fundraising
EXPERIENCE	<p>Proven experience in generating income from a broad mix of fundraising disciplines.</p> <p>A variety and mix of corporate fundraising experience is essential.</p> <p>Proven experience of generating income to six figure targets.</p> <p>Experience of team management and demonstrable ability and success in providing effective leadership</p> <p>Experience of working at management level, leading on a range of fundraising/marketing functions within a voluntary organisation.</p> <p>Proven experience of developing existing funding streams and creating/sustaining new funding streams.</p> <p>Experience of strategic planning, project development and implementation.</p> <p>Ability to define and set challenging but achievable fundraising targets and KPI's.</p> <p>Able to demonstrate marketing expertise from planning to implementation, with experience of delivering projects through the use of a wide range of marketing tactics.</p>	Experience of Face to Face Fundraising
SKILLS, APTITUDES & ABILITIES	A pro-active, creative approach to income generation with an ability to identify/exploit income opportunities and a desire to succeed.	



	<p>The ability to motivate and lead a team to generate and implement new ideas and achieve/exceed income targets.</p> <p>The ability to negotiate effectively with senior and influential people in a range of settings.</p> <p>Proven skills in budgetary management including an ability to set and manage budgets for an individual event or campaign and analyse results.</p> <p>Strong written and verbal communication skills, including the ability to carry out compelling presentations at all levels and to produce written documents to a high standard.</p> <p>Able to plan and manage projects and activities to tight deadlines.</p>	
KNOWLEDGE	<p>A thorough knowledge of fundraising databases, data segmentation and analysis.</p> <p>A thorough understanding of tax (Gift Aid and VAT) and legal issues affecting professional fundraising is essential, as is demonstrable knowledge of professional best practice and regulatory standards/requirements in fundraising.</p> <p>Charity of the Year adoption opportunities in the Tynedale region.</p> <p>Corporate Social Responsibility in the Corporate sector.</p>	
PERSONAL QUALITIES AND ATTRIBUTES	<p>Enthusiastic and able to motivate others.</p> <p>Reliable, personable, outgoing.</p> <p>Able to work in a variety of situations establishing and developing good working relationships with diverse groups of people.</p>	
OTHER	<p>Full driving licence and use of own vehicle.</p>	
WORKING ARRANGEMENTS	<p>Available for sufficient hours to meet the needs of the post and to develop opportunities.</p> <p>Should be prepared to work outside of normal working business hours from time to time.</p>	

