

Job Description

14th September 2018

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| Job Title: | Fundraising Manager |
| Department: | Fundraising |
| Reports to: | Director of Fundraising |
| Salary: | £30-33k full-time |
| Nature: | Full Time 35 hours per week |
| Location: | Peterborough |

Purpose of Job

This role is responsible for developing and leading Shine's community, regional, active and corporate fundraising activities, and for delivering against income and expenditure targets, significantly contributing to the overall fundraising target for Shine, in line with the organisational strategy.

Managing a small team of specialist fundraisers to ensure high quality operational delivery and excellent supporter care, the postholder will be responsible for overseeing the development of Shine's portfolio; with an exciting mix of products and activities, both third party and bespoke.

Shine's Fundraising team are enthusiastic, creative, committed and hard working. They support and inspire individuals, organisations and companies to do something amazing for people affected by Spina Bifida and Hydrocephalus making sure that they have a fantastic experience of fundraising for Shine. Their aim is to make it as easy as possible for them to achieve their goals, providing the tools, advice and support they need to reach their potential – and building lasting relationships that mean they continue to fundraise for us in future.

The postholder will work closely with supporters, volunteers and Shine members to make the most of shared potential. He/she will be able to demonstrate solid fundraising experience, a track record of achieving substantial income targets, success in leading a team and confidence in developing new activities.

Principal Duties

- Day to day management of a team of three (holding 1:1's, appraisals and objective setting as appropriate) ensuring they are equipped and enabled to manage the day to day running of their areas of the Fundraising programme and deliver against targets and organisational priorities

- Lead the team to develop and engage supporters and organisations through relationship-led account management, ensuring they are motivated and have the tools they need to increase retention and re-engagement
- With relevant team members, create and deliver stewardship and communication plans with key audiences, organisations and individuals to ensure continued support and engagement.
- To review income and expenditure from Shine's annual fundraising targets for corporate, active, regional and community income streams, taking action to ensure the overall budget is achieved.
- Significantly grow new business income through researching and approaching relevant leads, events and activities (including cold approaches) and develop existing fundraising opportunities through proactive review, analysis, benchmarking, and marketing.
- Research and propose new fundraising opportunities building a business case for investment.
- Ensure all fulfilment needs for supporters are met in a timely manner.
- Be the main point of contact for certain activities for a range of internal and external contacts.
- Develop, maintain and enhance relevant fundraising links and connections through attendance at appropriate events and functions and membership of relevant networks.
- Contribute to key Shine activities and campaigns such as Shine Awareness Week, to maximise income and engagement.
- Contribute to the ongoing development and implementation of Shine's overall fundraising strategy

Skills, experience, and personal qualities

Requirements – experience:

- Significant experience in community, events and/or corporate fundraising at an operational and senior level
- Experience of line managing staff and volunteers
- Experience of budget setting, budget management and results analysis
- Experience of sustaining and growing networks, motivating and supporting a wide range of diverse supporters, including companies and individuals
- Experience of devising and delivering practical and realistic fundraising plans
- Project management experience
- Good knowledge and understanding of databases, including results reporting and analysis
- Good knowledge and understanding of spreadsheets and word-processing packages

Requirements – including qualifications

- Relevant previous fundraising experience
- Educated to degree level (desirable) or have relevant equivalent work experience in charities
- Member of the Institute of Fundraising (desirable) or equivalent professional body

- Keep up to date with trends in fundraising and opportunities for income growth
- Understanding of data protection and charity law as it relates to relevant fundraising activity (including GDPR and the Fundraising Codes of Practice)

Requirements – personal characteristics

- Highly organised with attention to detail and the ability to schedule work and prioritise effectively.
- Able to demonstrate approachability and adaptability and a proven ability to work collaboratively with others and other teams to maximise results and outcomes for Shine
- Ability to influence and motivate, organise and co-ordinate multiple external and internal resources on an unsupervised basis
- Good meeting facilitation and training skills
- Ability and willingness to travel in the UK (where appropriate) and to attend events during evenings and weekends where necessary.
- Excellent oral and written communication and presentation skills, including copywriting for fundraising
- Excellent organisational skills, including ability to work on own initiative and to manage and prioritise workload
- Commitment to high standards of service delivery and supporter care
- Commitment to Shine's values and organisational goals