



Job Title: Fundraising Manager

Reporting to: Operations Director

Reports: Senior Individual Giving Officer, Challenge Event and Community Fundraising Officer and Fundraising Assistant

Job Purpose:

To review and deliver the charity's Fundraising Strategy and manage all aspects of fundraising activities, which include individual giving, challenge and community events, grant applications and donor management, major gifts and legacies. Overseeing the fundraising performance to ensure the charity achieves income generation targets to support delivery of the charity's strategic objectives and raises the profile of the charity across the UK.

Key Accountabilities:

1. Oversee the management of the charity's fundraising portfolio, identifying opportunities for growth and diversification of income streams across the charity.
2. Working closely with the Executive Leadership Team to create and implement a fundraising action plan to ensure all activities are developed and financial targets are achieved or exceeded.
3. Working closely with the Finance Business Manager, develop and manage the fundraising budget, ensuring that all expenditure is within agreed budget limits.
4. Keep abreast of new developments and opportunities for fundraising across the UK.
5. Identify customer and donor journey mapping, key audiences, and their needs, to drive effective and targeted programmes and resources to inform the approach that is appropriate to the charity.
6. Maintain database records and create and deliver reports as required by the Operations Director, Chief Executive, Trustees, or external bodies, showing analysis and evaluation of data and income generation through fundraising.
7. Research and deliver prospective new community and challenge event fundraising opportunities and activities.
8. Identify, develop, and manage relationships with existing and new donors to maximise fundraising potential and supporter/donor retention.
9. Engaging volunteers in fundraising activities with the aim to build and develop regional fundraising supporters.
10. Take the lead on activities to apply to Trusts, Grants and Foundations and where relevant, work closely with third party grant writers on applications to achieve income targets.
11. Responsible for the account management of successful grant applications ensuring regular contact, updates and reports are provided in line with all required criteria.
12. Supporting the Operations Director with development of corporate social responsibility opportunities, building sustainable relationships to ensure long term commitment from corporate partners.
13. Working with the Campaigns and Communications team to ensure fundraising priorities, opportunities and activities are included within the charity's campaigns, public relations, and communications.
14. Providing information for website, fundraising collateral for campaigning and social media messaging.
15. Manage the performance and development of the team and volunteers, to ensure that they align with the overall objectives of the organisation and individual objectives are ambitious, proactive and embody the organisation's vision, mission, and values at all times.

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16. Ensure regulatory compliance with internal policy and procedure alongside external requirements, for example, Health & safety, General Data Protection Regulation, Advertising Standards, Gambling Commission, Chartered Institute of Fundraising, Fundraising Regulator.
17. Ensure that appropriate health and safety issues are addressed, as affecting the immediate team and wider organisation, including safeguarding requirements.
18. Ability to work flexibly and out of hours as is required by the role and travel where necessary.

Person Specification

Education and Qualifications

Essential

Evidence of continuing professional development in income generation.
Educated to degree level or equivalent professional qualification.
Member of the Chartered Institute of Fundraising.

Experience

Essential

3 years' experience within a fundraising role with the ability to demonstrate consistent success in meeting and exceeding financial fundraising targets.
Experience in developing and implementing fundraising initiatives in a similar management role.
Research and development of proposals to present to prospective funders.
Ability to assess costs, impact and added value of fundraising activities through KPIs.
Proactive development and maintenance of relationships with funders.
Management of people.

Desirable

Management of volunteers.
Experience of using Salesforce CRM System.

Skills and Knowledge

Essential

Able to manage competing priorities in a challenging and busy environment.
Excellent interpersonal skills, able to influence and negotiate with a range of audiences.
Ability to work on own initiative, multi-task and meet deadlines and targets.
Report writing and presentation skills with competent level IT skills.
Knowledge of the legal framework around Charity governance and fundraising.
Knowledge of CRM systems and their implementation.

Desirable

Understanding of allergy and knowledge of the impact of allergic disease on those affected by it.

Behavioural Competencies:

Formulating Strategies and Concepts	Persuading and Influencing
Entrepreneurial and Commercial Thinking	Planning and Organising
Leading and Supervising	Working with people
Delivering Results and Meeting Customer Expectations	

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