



Job Title: Fundraising Manager with Volunteer Engagement

Reporting to: Head of Supporter Services

Direct Reports: None

Salary: Circ £40,00 Full-time depending on experience

Job Purpose:

As our fundraising manager you will play a central role in shaping and leading on Allergy UK's income generation and volunteer recruitment. Reporting to the Head of Supporter Services, the Fundraising Manager will be responsible for meeting income targets through community/events fundraising, grants/trusts and developing other key income streams: major donors, regular giving, and gift in wills as well as managing an ongoing portfolio of projects in need of funding. A further key part of the role will be to recruit volunteers to build capacity within the fundraising team, typically recruiting volunteers to support with challenge and fundraising events. The role will work closely with the Head of Supporter Services with all aspects of administration including gift processing and thanking, donor stewardship and fundraising events. The role will have a split of 75% fundraising and 25% volunteering. As the role becomes established and targets met, there will be an opportunity to grow the team in which this role will be a key part to on-board and manage other team members.

Key Accountabilities:

- Work alongside the Head of supporter Services and the wider management team to provide insight in to the development of the fundraising and volunteering strategy.
- Deliver on the strategy targets.
- Work closely with Head of Supporter Services to meet the income target annually.
- Lead on the recruitment of volunteers for Allergy UK with a focus in 2024/25 on volunteers for fundraising and youth engagement and to steward the current volunteers to keep them engaged and volunteering for Allergy UK
- Ensure the policy, protocol and volunteering assets are regularly reviewed and up to date.
- Ensure that all fundraising and volunteer activities are risk assessed and actions approved prior to the event or activity.
- Manage, support, and develop imaginative fundraising activities, some of which will be event based.
- Work closely with the Head of Supporter Services with the development of the supporter and Corporate income streams
- Assist the Head of Supporter Services with the development of the regular giving, employing data segmentation and targeted approaches that are reviewed regularly with a view to appropriate incremental increases and where appropriate multi-year commitments
- Assist the Head of Supporter Services to draft a gifts-in-wills plan fronted by supporters that is innovative, considerate and engaging
- Contribute to bid writing for grant/trust applications. Must have detailed knowledge of effective prospecting tools and how to develop a pipeline
- Inspire new supporters to raise income, while maintaining and developing relationships with existing supporters.

This job description is non-exhaustive, and is subject to regular review with the post holder and amended in line with the needs of the organisation.



- Have a holistic approach to fundraising, looking to maximise impact organisationally and not just restricted to the fundraising department i.e. working in collaboration across departments to increase the return on investment
- Keep supporter records up to date(Salesforce) and regular monitor and report on income.
- Preparation of fundraising reports for the Head of Supporter Services for all supporters
- To prepare update reports on a regular basis for the Head of Supporter Services
- Contribute to the bi-monthly e-newsletter (external) to update on fundraising events and activities.
- Working with the Web and Digital Officer, ensure the website is up to date in content.
- As directed by the Head of Fundraising, work with the Communications team to ensure social media posts and other promotional opportunities are carefully planned and well executed.
- Use our CRM to effectively administer and manage all income generation activities, monitoring, analysing and reporting on event performance.
- Fully evaluate all community and challenge events including recommendations for future improvements.
- Provide general administration support across the fundraising team as required.
- Stay abreast of fundraising good practice and legislation, ensuring compliance with the Charities Act, the Fundraising Regulator and the Institute of Fundraising.

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Person Specification:

Education and Qualifications

Essential

Demonstrable success in two or more streams of fundraising/volunteering

Desirable

An Institute of Fundraising qualification.

An understanding of the moves management or steps of solicitation system for Major Donor Fundraising

Experience and Knowledge

Essential

- Experience of charity fundraising over a range of disciplines.
- Must be an excellent relationship builder, able to engage and build at a variety of levels
- Experience/knowledge of UK grant/trust applications.
- Proven track record of meeting fundraising targets.
- Good administration skills.
- Strong IT skills including word, excel, outlook and CRM.
- An understanding of a range of databases

Skills and Abilities

Essential

- Credible, positive, and proactive communicator, able to engage with volunteers, fundraisers, and other remote parties.
- Approachable, creative, 'can-do' attitude
- Someone with a positive outlook
- Knowledge of websites, digital marketing, and social media, and their application to income generation and fundraising support.
- A good knowledge of the regulations and compliance associated with fundraising.
- Organised with the ability to juggle several deadlines at the same time.
- Self-motivated, team worker with ability to work autonomously as required.
- Willingness to work flexibly and attend events as required.

Behavioural Competencies

- Relating and networking
- Persuading and influencing
- Planning and organising
- Learning and researching
- Writing and reporting
- Coping with pressure and setbacks

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