



Job description

Department: **Fundraising and Marketing (Head Office)**
Job title : **Fundraising Manager**
Responsible to: **Chief Executive**

Role summary

The Fundraising Manager will report to the Chief Executive and will be responsible for maximising income by developing and implementing the Fundraising and Marketing Strategy. They will work within the Fundraising and Marketing team with particular focus on raising income and converting supporters into donors.

Key Accountabilities and Responsibilities

Fundraising

1. To review and maximise the charity's fundraising including growing our donor base
2. To create a 3 to 5 year rolling fundraising strategy
3. To maximise the potential income to the charity
4. To develop and implement fundraising strategies and income streams
5. To develop a grant, trust and foundation application plan
6. To develop a major donor strategy
7. To build an effective legacy marketing campaign
8. To increase In Memoriam giving
9. To manage and develop the Future Care scheme
10. To manage the administrative tasks involved with the Garden of Remembrance
11. To develop corporate fundraising and sponsorship opportunities
12. To develop and manage the use of the supporter database, ensuring records are accurate and up to date
13. To represent the charity as required at events and talks
14. To manage any third party fundraisers
15. To take responsibility for management of events including planning, resourcing, implementation, health & safety & reviewing
16. To support all other areas of the Charity as required
17. To support the Fundraising and Marketing team in any area when required
18. To support the team to continue to develop volunteers supporting all aspects of our work
19. To manage raffles throughout the year
20. To update and report to the Chief Executive as required

Financial Management

1. To control and manage the fundraising budget
2. To plan, budget and be accountable for delivering the annual fundraised income

3. To reforecast in year income when required
4. To develop and manage the use of the supporter database, ensuring records are accurate and up to date

Management

1. To manage the Community Fundraising Assistant
2. To be an active member of the senior management team
3. To provide reports as required

Volunteers

1. To support the team to continue to develop volunteers supporting all aspects of our work

Required Competencies

Planning and Organising

- Regularly organises and reviews own workload and workload of the team
- Plans well in advance, sets realistic targets, builds in review, and monitors progress
- Identifies critical milestones, potential risks and considers options
- Able to organise a number of major projects or activities running concurrently
- Juggles different demands and switches between them as appropriate
- Constantly monitors, analyses and reports progress

Continuous Improvement

- Keeps fully abreast with industry developments
- Prioritises areas for improvement in line with goals and focuses on those that will give significant impact / difference
- Actively supports staff in achieving / learning / development objectives through coaching and mentoring

Communication

- Communicate with everyone effectively and appropriately at all time, especially when dealing with difficult or sensitive matters with a range of people
- Ability to switch communication style and content according to audience
- Able to display tact and sensitivity at all times
- Negotiates working compromises to the benefit of all parties
- Supporter Focus
- Anticipates and pre-empts supporter/volunteer requirements
- Leads and manages others in a customer first approach, acting as a role model in demonstrating customer care principals
- Keep appropriate and accurate records of communication as required in line with charity policy and legislation

Financial and Commercial Awareness

- Awareness of relevant budgets and operates within these limits. Has overview level of the businesses financial position, and seeks to improve budget information available. Looks for cost saving opportunities
- Full understanding of links between individual, departmental and business goals. Aware of marketplace and changing commercial or competitive pressures
- Considers cost / benefits when making operational decisions

Achievement and Results Orientation

- Proactively identifies and pursues new opportunities

- Provides accurate forecasts and sets appropriate budgets
- Sets and agrees both short and long term objectives, and helps others focus on requirements / standards
- Analyses and evaluates previous plans before compiling new plans
- Accepts and responds to all challenges

Teamwork and Leadership

- Gets out and about, is visible and accessible in the role; gets to know individuals in the team
- Good at managing and motivating people in team activities
- Able to both work within a team and lead the team when necessary
- Distinguishes between what should be done by others and what they should do

Qualifications, specific knowledge or experience required

- Of paramount importance is a love of domestic animals and their welfare and total commitment to the charity and its ethos
- Proven record of good interpersonal and communication skills
- Previous experience of fundraising is essential
- Current, clean driving licence is required
- Proficiency in the use of IT software packages

Flexibility

This job description is not exhaustive and the post holder will need to be flexible in developing the role in conjunction with the line manager.