

Job Description

Job Title:	Fundraising Manager
Hours:	35 hours per week
Reporting to:	Chief Executive
Responsible for:	Fundraising Assistant and Volunteers
Salary:	£30,000 - £35,000
Annual Leave:	26 days per annum
Location:	105 Greyhound Road, London W6 8NJ

Job Context

Age UK Hammersmith and Fulham works to improve the quality of life and enhance the status and influence of older people. Between now and 2022, we intend to diversify our income, particularly from unrestricted sources, to sustain and develop our work. The Fundraising Manager role is a new management post, working closely with the CEO and sitting on the Fundraising Committee with Trustees.

We are looking for an experienced and talented Fundraising Manager who can develop and execute an effective fundraising strategy to deliver growth across a wide range of existing and new income streams.

You will have the proven ability to research and develop winning fundraising applications, negotiate sponsorship deals and develop and maintain positive relationships with donors. A natural multi-tasker, you will have the flexibility to manage a varied workload, juggling responsibility for meeting bid deadlines, ensuring delivery of fundraising events, reporting to funders and managing key corporate accounts. With attention to detail and excellent written and verbal presentation, you will also have the negotiation and project management skills to co-ordinate the production of complex bids and budgets.

Purpose of the job

- To research, develop and deliver an integrated fundraising strategy for Age UK Hammersmith and Fulham, generating income targets to enable our strategic objectives to be delivered over the next three years and beyond.

- To manage and deliver all fundraising activities for Age UK Hammersmith and Fulham, securing funds from a comprehensive range of sources including charitable trusts, government departments, community groups/clubs, corporate supporters, sponsored events and individuals.
- To communicate the fundraising “ask” across all platforms and media.
- To act as a key, externally facing member of Age UK Hammersmith and Fulham.
- Work closely with colleagues on impact monitoring and evaluation, including the production of compelling progress and final reports.
- To line manage paid and volunteer fundraisers.

Main Duties and Responsibilities

Main fundraising activities

1. Research prospective funders, work closely with colleagues across the teams (Service Delivery, Outreach, Operational Resourcing, Volunteering) to develop compelling and effective applications for funds to support the work of Age UK Hammersmith and Fulham.
2. Develop and grow the supporter base, working closely with Age UK Hammersmith and Fulham’s existing supporters, volunteers and trustees to increase support at grass-roots level.
3. Develop long term relationships, with clear, focussed stewardship plans, to maximise future funding potential.
4. Develop appropriate event “offer” for individuals and corporate teams.
5. Work closely with colleagues including the Chief Executive, to ensure impact measurements are captured and recorded correctly on all funded activities.
6. Produce timely and accurate reports to trusts and commissioning bodies in accordance with the terms of grants or contracts held.
7. Maintain accurate and detailed income records and report and oversee the management of the fundraising database.

Planning and strategy

8. With the Chief Executive, update and implement a sustainable fundraising strategy for Age UK Hammersmith and Fulham, ensuring it supports and contributes to the organisation's strategic plan.
9. Explore other income generation opportunities and make recommendations as to their fit with Age UK Hammersmith and Fulham's fundraising strategy.
10. Remain abreast of fundraising standards, trends and best practice, taking responsibility for maintaining own learning and attending training as required.
11. Report to, and work closely with, the Chief Executive to ensure that he/she is always fully up to date with fundraising progress.

Internal and external relationship management

12. Cultivate and nurture relationships with funders, donors and sponsors, keeping accurate and up-to-date records of all communication and applying robust account management.
13. Drawing on internal administrative support (fundraising staff and volunteers) as required, ensure Age UK Hammersmith and Fulham is corresponding regularly with supporters and that all gifts are responded to in a timely and appropriate manner.
14. The ultimate decision & responsibility lies with the staff and trustees. Inspire other staff, trustees and volunteers to support fundraising, supporting colleagues at all levels to pursue fundraising opportunities where they own relationships with potential donors or sponsors.
15. Represent the organisation at external forums and events, building relationships that will enhance our fundraising capacity.
16. Attend and participate in team meetings, fundraising committee meetings and strategic planning meetings.
17. Work closely with the Marketing and Communications Coordinator to ensure effective promotion of all fundraising activities.

Person Specification

Specification	Essential	Desirable
Ability to create, implement and develop a fundraising strategy	✓	
Proven personal track record of delivering against set income targets	✓	
Excellent communications skills, with a solid knowledge of English and the ability to communicate ideas concisely, both verbally and in writing. Ability to write business letters, emails and marketing copy.	✓	
Understanding of fundraising methods and the role of fundraising within a small charity	✓	
Convincing presentation and negotiation skills	✓	
Proven analytical and problem-solving skills with the ability to quickly interpret information, news, data and research	✓	
Significant experience in a fundraising role, to include substantial experience of fundraising from either trusts or corporates (s)	✓	
Stewardship of potential funders from initial contact through to long-term partnerships	✓	
Researching and writing successful proposals or bids	✓	
Experience of donor stewardship through database management	✓	
Designing and delivering presentations to prospective clients or donors	✓	
Ability to meet deadlines and remain calm under pressure.	✓	
Ability to work as part of a team and work alone using your own initiative to plan a productive working day.	✓	
Adept in the use of MS Office, particularly Excel	✓	

and Word, Internet, email (Outlook) and ideally a basic level knowledge of using a database		
Commitment to implement the Age UK Hammersmith and Fulham's Equality and Diversity policy.	✓	
Experience of working with a charity		✓

Personal attributes

Committed to the aims and values of Age UK Hammersmith and Fulham: we expect all staff to uphold and reflect the ethos of the Centre in all its work.

Hardworking: as a small charity, our success depends on the hard work of all our people.

Creative and resourceful: in a tough economic climate, we need to find new ways of raising money and generating income.

Practical: as part of a small team, the Fundraising Manager will need to be ready to be 'hands on'.

Reliable: this is a critical post with responsibility for ensuring the delivery of a significant part our income.

Approachable: an open, friendly approach is critical to the team spirit of our small staff.

Flexible: the post holder will need to be willing to travel and work unsocial hours on occasion and to deal with external stakeholders.