

Job Description

Fundraising Manager

Responsible to: Head of Marketing & Engagement

Brief overview of the role: To research, develop and deliver an integrated fundraising strategy for Age UK West Sussex, Brighton & Hove, generating income targets to enable our strategic objectives to be delivered over the next five years and beyond.

To manage and deliver all fundraising activities securing funds from a comprehensive range of sources including grant funders, charitable trusts, foundations, corporate partnerships & events, individual giving including legacies and gifts in memory.

Main duties:

Fundraising Management & Development:

- To develop, own and implement a sustainable fundraising strategy for AUKWSBH.
- Operate as a lead ambassador for fundraising across the charity engaging key funding partners, donors and influencers to identify the most impactful fundraising opportunities and build sustainable fundraising relationships.
- Strengthen existing relationships with key funders and donors to take forward strategic fundraising priorities.
- Develop long term relationships, with clear, focussed stewardship plans, to maximise future funding potential.
- Initiative, develop and manage fundraising campaigns, liaising with internal and external contacts to also create impactful storytelling and supporter engagement as an integral part of fundraising activity.
- Provide oversight to high value fundraising bids and donor acquisition, ensuring the relationships, communications and approach are well managed to a high standard.
- Work collaboratively with colleagues across the charity to develop compelling and inspiring donor and supporter communications to strengthen the donor journey and fundraising targets.
- Lead and manage the Fundraising & Marketing Executive, fostering an inclusive, open and innovative culture.
- Provide specialist knowledge and advice on fundraising policy, regulations and management to ensure our fundraising activity is well managed and compliant.
- Be the technical lead for data held about our fundraising donors, partners and prospects ensuring compliance with GDPR and fundraising regulations and our data is relevant, up to date and accessible.

Fundraising Portfolio

Grant Management:

- Research prospective funders to develop compelling applications for funds to support the work of AUKWSBH.
- Lead on and maintain the Fundraising Pipeline Tracker to provide a schedule of reporting requirements for all grant/trust/statutory sector sources.
- Manage and steward funder relations to meet project and reporting requirements, ensuring timely receipt of payment ongoing reporting, communications and support.

Corporate Fundraising

- Identify strategic corporate fundraising partners to develop a diverse portfolio and sustainable corporate fundraising streams.
- Work with colleagues across the charity to proactively identify corporate fundraising opportunities where our values are aligned and we can achieve the biggest positive net profit for older people.
- Create an appropriate event “offer” for individuals and corporate fundraising.

Individual Giving

- Lead the development and implementation of the individual giving programme to secure regular fundraised income for AUKWSBH's work.
- Lead in the development of the annual fundraising campaigns; from initiation, case for support, audience segmentation, data specification, production, fulfilment, monitoring to results analysis and reporting.
- Manage the cultivation and stewardship plans for donors.

Legacies, In Memory and Commemorations

- Lead the development and implementation of sensitive legacy and commemorations fundraising and marketing activities to secure regular unrestricted fundraised income.
- Build relationships with long term supporters and known legacy pledgers to appropriately reflect their support; and with solicitors and funeral directors to develop legacy marketing
- Be the active lead for the In Memory and Legacy Policy and procedures

Community Fundraising

- Work closely with the Head of Marketing & Engagement to develop an active community fundraising programme, including empowering and training staff, volunteers and volunteer supporter groups to manage community fundraising initiatives on behalf of AUKWSBH.

Other:

- Support the development of the charity's cross organisational events e.g. Festive & Summer Events.
- Represent AUKWSBH at networking opportunities both online and in person and link with other Age UK partners and organisations for mutual gain.
- Promote AUKWSBH and partner organisations whenever possible including on and offline marketing.

Financial management:

- Paying staff & volunteer expenses in a timely manner.
- Payment of invoices.
- Monitor financial performance against budgets – compile statistical data and prepare reports for stakeholders as required.

Governance:

- To adhere to all health and safety, and legal requirements in line with AUKWSBH policies and procedures including monitoring and taking appropriate, prompt action to ensure compliance.
- To ensure data and administrative processes are adhered to in line with AUKWSBH policies and legislation of the Data Protection Act 2018.
- To regularly and accurately update Charity Log and provide statistical and monitoring information as required.
- To attend/undertake relevant and mandatory training as required.
- Monitor hazards and risks and implement relevant organisation processes including but not restricted to: Health & Safety, HR, Information Governance and GDPR and reputational risk.
- To help deliver the objectives as set out in the organisational strategic plan.
- To adhere to all other organisational policies and procedures.
- To undertake any other duties appropriate within the role as may reasonably required by AUKWSBH.

Key contacts and relationships This role will work closely with the Head of Marketing & Engagement, Fundraising & Marketing Executive, Volunteer Manager, Finance Team, other members of SLT, the localities and central office functions. Key external relationships with grants and trust Funders, corporate partners, Age UK National & other external agencies relating to fundraising.

Equality, diversity, and inclusion

AUKWSBH is committed to anti-discriminatory policies and practices. It is essential that the post holder makes a positive contribution to their promotion and implementation.

Scope of job description

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the postholder.

Person Specification – Fundraising Manager:

Experience	Essential	Desirable
Ability to create, implement and develop a fundraising strategy	*	
Proven track record of delivering against set income targets	*	
Substantial experience of working in collaboration to develop funding bids, create compelling communications and manage stewardship and cultivation plans.	*	
Significant experience in a fundraising role with excellent understanding of fundraising within Grants & Trusts, Corporates & major donors and legacies, in memory giving.	*	
Excellent budget management skills and ability to make accurate forecasts of fundraising income and return on investment.	*	
Proven experience developing high value donor and partner relationships to secure significant gifts	*	
Experience of donor stewardship through database management.	*	
Designing and delivering presentations to prospective clients and donors.	*	
Experience of working with older people or other vulnerable groups, with specific experience of promoting independence, health and wellbeing and social inclusion		*
Adept in the use of MS Office, particularly Excel and Word, Internet, email (Outlook) and ideally a basic level knowledge of using a database.		
A 'Can do' positive and professional attitude that can flex and adapt to challenges	*	
Knowledge/qualifications		
Preferably educated in a relevant area or with substantial relevant experience, and a member of the Chartered Institute of Fundraising	*	
Other requirements		
An understanding of, and interest in older people, their situations and the opportunities they may want and/or need		*
A sound understanding of sustainability to help deliver effective and focused services that also minimise environmental impact		*
Commitment to AUKWSBH's vision, mission and values	*	
Ability to travel on occasion to different locations including other AUKWSBH sites		
Understanding of and adherence to organisational Code of Conduct, supporting positive change across the charity	*	