



**POST:** **FUNDRAISING MANAGER**

**DEPARTMENT:** Fundraising and Marketing

**REPORTING TO:** Head of Fundraising & Marketing

**ACCOUNTABLE TO:** Chief Executive

**KEY RELATIONSHIPS:** All members of staff and residents and all donors and supporters of the charity

### **Introduction**

The competencies listed below are those that the jobholder is expected to demonstrate immediately on taking up the post. They constitute the minimum standards of performance. They are not intended to be exhaustive and the jobholder will be expected to constantly enhance and add to their competence. The jobholder's progress will be monitored and assessed against these competencies, and any further outcomes derived from key targets and performance indicators.

### **Job purpose and description**

The Fundraising Manager will support the Head of Fundraising & Marketing on delivering the fundraising strategy and income targets. Main duties will include managing the Fundraising Officers; working on new annual and one-off fundraising initiatives and achieving their income targets; acting as a fundraising advocate in the local community and attending networking events; developing and maintaining key relationships particularly within organisations and companies; with the Head of Fundraising & Marketing working on high profile events and managing ad hoc fundraising initiatives.

### **Key responsibilities**

- To be a member of the Fundraising Team that is responsible for the annual income budget of £1.45 million (as at 2018-2019)
- To manage their own fundraising target
- Manage 4 fundraisers on a day-to-day basis and undertake monthly one-to-one meetings and annual IPRs and ensure that these are recorded and updated appropriately, along with the Head of Fundraising & Marketing
- Ensure that the fundraisers are working to capacity and maximising income from fundraising events and initiatives
- Establish new annual and one-off fundraising initiatives
- Provide guidance and support to the fundraisers for events and initiatives as and when needed

- Be current with developments and compliance in fundraising, data protection and codes of practice eg ICO, IoF and GDPR
- Act as a fundraising advocate within the local community and beyond and represent Care for Veterans in a professional and productive way
- Represent Care for Veterans at networking events including the Chamber of Commerce
- Give talks to community and corporate groups to elicit their support
- Develop beneficial and lasting relationships with individuals, organisations and companies within the local area and ensure that all Care for Veterans supporters receive the highest standards of donor care and stewardship
- Work with volunteers at events
- With the Head of Fundraising manage new high-profile events in 2019 which are part of the centenary celebrations
- Elicit sponsorship, donations, and gift in kind from companies
- Manage the charity's Make A Will Month initiative
- Be responsible for the promotion and growth of the Care for Veterans Lottery
- Contribute to the Care for Veterans newsletter
- Keep up-to-date with the care and rehabilitation being provided at Care for Veterans and get to know the care staff and the veterans

### **Person Specification**

The candidate must have all of the following:

- at least 5 years fundraising experience in a senior role
- experience in a variety of fundraising income streams, including corporate community and events
- experience of managing a team
- experience of forming key relationships in the community with high profile supporters, be they individuals or corporate
- ability to work flexibly as some events are in the evening or at the weekend
- experience of having been responsible for income targets of £200,000+
- be committed to the care and rehabilitation of disabled veterans
- be a team player and be supportive of colleagues
- the able to undertake public speaking to enthuse support for the charity

### **Organisational competencies**

The following organisational competencies are applicable to all employees working at Care for Veterans.

#### **1 Budget Management and Resource Control**

- \* Use available resources appropriately
- \* Identify and report shortages
- \* Suggest measures which would make more effective, efficient and economical use of resources

#### **2 Developing teams, individuals and self**

- \* Identify individual learning needs and undertake required development plan

- \* Actively participate in the appraisal (IPR) process
  - \* Provide feedback to Line Managers where there are difficulties
  - \* Build effective working relationships; motivate appropriately
  - \* Strives to work in partnership with colleagues
- 3 Planning, Allocating and Evaluating work**
- \* Undertake agreed activities in line with departmental objectives
  - \* Contribute to the review process by providing feedback on work activities
  - \* Make timely effective decisions involving the right colleagues at the right time.
- 4 Recruitment and Selection**
- \* Contribute to the orientation of new staff
- 5 Managing Change**
- \* Remain open and receptive to change
  - \* Work with others to implement change
  - \* Take part in the evaluation of change
- 6 Data Protection/GDPR**
- \* Adhere to legislative requirements by ensuring the compliance of oneself and others
- 7 Health and Safety**
- \* Adhere with legislative requirements and best practice by ensuring the compliance of self and others
- 8 Disability Awareness**
- \* Acknowledge and value the contributions of all residents
  - \* Display an understanding of the needs of individuals with a disability
  - \* Respect the privacy and dignity of all residents at all times
- 9 Communication**
- \* Ensure that all written documentation is legible and accurate
  - \* Ensure that verbal explanations are clear and accurate
  - \* Present in a friendly and helpful manner in all communications and interactions
  - \* Actively participate in the team briefing process
  - \* Minimise jargon and abbreviations
  - \* Actively listen to others views before expressing own views
  - \* Share relevant information with appropriate colleagues
- 10 Organisational awareness**
- \* Promote good practice to achieve the aims and objectives of the organisation
  - \* Uphold the organisation's vision
  - \* Attend all mandatory training as stipulated by the organisation
  - \* Display a passion for exceeding customer expectations
  - \* Adhere to all organisational policies and procedures
- 11 Personal awareness**
- \* Demonstrate appropriate behaviour in stressful and difficult situations
  - \* Display an awareness of own capabilities and areas for improvement

- \* Initiate and participate in change management processes

**12 Teamwork**

- \* Recognise and value individual team members
- \* Display sensitivity to others' feelings and needs
- \* Acknowledge and uphold equal opportunities for all team members

This job description and person specification represents an outline of the major components of the job and is not intended to be exhaustive. It may with consultation be subject to additions and amendments from time to time as the need arises and therefore, in addition to the duties and responsibilities listed, the job holder is required to perform such other duties as might be reasonably required.

I have read, understood and accepted the duties and responsibilities outlined in the above.

Signed: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_