

JOB DESCRIPTION

Job title:

Fundraising Development Manager

Main responsibilities:

1. Strategic and financial planning

1.1 Building on the existing fundraising review, develop a fundraising strategy which identifies opportunities to maximise income through multi-disciplinary channels.

1.2 Implement the strategy following a clear work plan and building a robust, rolling pipeline.

1.3 Set accurate annual phased budgets and reforecasts as required.

1.4 Working collaboratively with the wider team to put in place and operate a system of impact measurement.

1.5 Working collaboratively with the wider team, and within the scope of the agreed strategic plan, identify and package fundraising opportunities with a preference towards multi- year gifts / support and unrestricted income.

2. Income generation and supporter care

2.1 Build on the success of the Trusts and Foundations income stream, maintaining existing relationships and researching the Trust database for all new opportunities.

2.2 Develop a network of third-party supporters who can offer Gift in Kind support and / or will help raise funds and awareness for Earthworks either as individuals or as part of support groups.

2.3 Identify key corporate prospects and develop sustainable, profitable partnerships preparing and delivering pitches and proposals as required.

2.4 Create and manage fundraising events to engage new and existing supporters and stakeholders.

2.5 Identify and maximise all opportunities for data capture and ensure all such data is secured, recorded and managed in a way compliant with current best practice.

2.6 Where possible, encourage donors to set up regular gifts and keep these donors up to date with regular communications.

2.7 Identify the potential for any Major Donor income and where possible, identify suitable projects for interested parties to fund.

2.8 As appropriate across income streams, make timely and compelling applications to fund projects within the strategic plan including but not limited to: proposals to trusts and foundations and major donors; pitches and presentations to local companies.

2.9 Across all income streams, put in place supporter care journeys which engage and inspire donors and prospects, making them feel valued and keeping them up to date with our progress, impacts and plans for the future.

2.10 Use digital media to connect, communicate and reach supporters and develop fundraising initiatives.

2.11 Working with the programme team, maintain an up to date bank of stories and case studies from our Earthworkers for use in fundraising applications and updates.

2.12 Ensure all gifts are processed and thanked promptly and accurately.

2.13 Respond to general fundraising enquiries efficiently and effectively.

3. Managing Systems and Reporting

3.1 Develop and maintain a fundraising database and explore options to implement a formal Customer Relationship Management (CRM) system in the future.

3.2 Maintain up-to-date records and information of all supporters and volunteers on the database.

3.3 Compile quarterly reports on fundraising activities and monitor against agreed targets and budget. Report on these to the board at regular intervals.

3.4 Liaise with the wider team to keep track of restricted donations and regularly inform donors of progress.

3.5 Reformat and maintain Gift Aid systems in line with best practice

3.6 Monitor, maintain and develop digital giving pathways (currently Givey and Virgin Money Giving)

4. Other

4.1 Represent Earthworks within the local community as required, including the local media.

4.2 Develop and maintain a thorough understanding of, and ensure compliance with, all legal and contractual requirements associated with Fundraising, including risk assessment, volunteer management practices, licence requirements (such as street collections) and GDPR.

4.3 Liaise with the wider team to ensure all fundraising activities comply with appropriate legal requirements around working with Earthworkers, and with organisational policies and ethos.

4.4 Keep up to date with current trends in the UK fundraising market through relevant publications, websites and networking.

4.5 Work weekends and/or evenings as required.

4.6 Have a passion or affiliation for our cause and desire to make a difference.

4.7 Report to the Joint Project Leaders and attend regular supervision sessions and an annual appraisal.

4.8 Attend regular staff team meetings.

4.9 Engage in induction and ongoing training and development in learning disabilities and wider Earthworks activities as is appropriate to your role and level of contact, in

order to work safely and appropriately within the Earthworks team and to support development of organisational knowledge and understanding.

4.10 Attend and contribute to quarterly project group meetings.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time be necessary.

This job description will be reviewed periodically and on an annual basis.

[Continue below for person specification, conditions and benefits]

Person Specification

Knowledge

- Understanding of volunteer management and financial record keeping E
- Understanding of Data Protection, Gift Aid and fundraising best practice E
- Understanding of community fundraising market and trends E
- Understanding of supporter journey planning and management D
- Understanding of corporate fundraising, VAT and contract management D
- Understanding of and familiarity with learning disabilities / mental health issues D

Skills/Attributes

- Demonstrable self-starter with the initiative and ability to work autonomously E
- Commitment to working as part of a team E
- Results and target driven E
- Creative and lateral thinker with an innovative and strategic approach to developing new business and cultivating relationships E
- Excellent networking and influencing skills E
- Excellent writing skills including bespoke proposals, reports and letters of thanks E
- Solution focused, pro-active and a 'can do' attitude E
- Highly organised, ability to prioritise a varied workload and meet deadlines E
- Positive and enthusiastic attitude E
- Thrives in the social environment of fundraising volunteers and responds quickly E
- Computer and IT literate E
- Proficient in database use D
- Able to handle media enquiries D

Experience

- Minimum of 3 years' fundraising experience, ideally Community / Regional E
- Experience preparing and managing phased income / expenditure budgets, pipelines and forecasts E
- Experience implementing strategy, monitoring and reporting against KPIs E
- Experience preparing strategy, setting targets and KPIs D
- Experience managing corporate fundraising activity D
- Experience of fundraising event management D

Qualifications

- Educated to A-Level or equivalent D
- Educated to degree level D
- Possess Institute of Fundraising Certificate or Diploma D

Circumstances

- Able to work occasional extended hours and weekends as required E
- Recruitment subject to enhanced DBS check E

Conditions and Benefits

Place of work	Earthworks St Albans, Hixberry Lane, AL4 0TZ [occasional home working fine by agreement]
Salary	£24-27K depending on experience
Working hours	25 – 35 hours /week Full time – standard hours are Monday - Friday 09:15 – 16:35 (35hrs/wk) You will be required to work such additional hours as are necessary to fulfil your role which may include evenings and weekends. You will be expected to manage your hours, responsibilities and workload accordingly.

Reports to	The two Earthworks Project Leaders
Manages	N/A
Budget responsibility	Income and expenditure
Probation	6 months (organisation standard)
Annual leave	25 days per year pro rata plus eight bank and public holidays pro rata The holiday year runs from April 1 st – March 31 st
Other benefits	Pension (Employer contributions of 3%, rising to 5% in April 2019)