



Fundraising Manager

Job Description and Person Specification

Salary:	£35,000 - £38,000 (pro-rata)
Hours:	22.5 per week
Reporting to:	Chief Executive
Location:	Leicester, hybrid working

Job Description

Purpose of the role

You will work closely with the CEO, providing leadership on the development and implementation of our funding strategy with responsibility for fundraising initiatives, bid writing, maximising income and creating a diverse income stream.

Key tasks/responsibilities:

1. Develop and implement a fundraising strategy and plan to include identification of funding streams and opportunities to increase and diversify funding streams.
2. Meet agreed fundraising targets for all fundraising activities
3. Research and identify potential new funders, write and submit funding applications, and build strong relationships with donors
4. Proactively research and identify new supporters, building and supporting a network of regular individual as well as institutional donors such as trusts, charitable foundations and corporate entities
5. Research and apply for local charity of the year partnerships and account manage these partnerships
6. Establish and maintain an effective database of donors and supporters that is compliant with all relevant data protection regulations; acknowledge and accurately record donations promptly
7. Lead and deliver the preparation of both large and small fundraising campaigns, for both the medium and longer term.
8. Recruit, lead, and motivate a volunteer-led fundraising team
9. Manage all aspects of individual giving including appeals, regular giving and campaigns.
10. Working closely with the Marketing & Communications Executive, identify and implement opportunities for digital fundraising and online giving
11. Develop an innovative and engaging fundraising pack tailored to each donor type, and launch social media campaigns to support the widest possible range of community fundraising activities
12. Represent Freeva at public events, presentations and other charitable fundraising activities; addressing audiences as appropriate and promoting Freeva's work



13. Produce fundraising reports for trustee meetings and other times as required
14. Advise and support the CEO to meet regulatory requirements and fundraising standards.
15. Ensure all fundraising and marketing activity meets GDPR and data compliance.



Person Specification

Qualifications

- Degree or equivalent relevant experience. (E)

Experience

- At least 3 years' experience in a fundraising role with a proven track record of generating income (E).
- Understanding of key charitable fundraising revenue streams (including individual giving, major donor, direct marketing, regular giving, in memoriam, legacies, trusts and foundations) and evidence of success in at least two of these areas (E).
- Experience of using database management systems (D).

Knowledge

- Knowledge of PowerPoint and experience of using databases, websites and other software such as Publisher and Adobe packages (D).

Skills and competencies

- Results-oriented and able to operate within performance indicators and targets (E).
- Excellent administrative skills with rigorous attention to detail (E).
- Ability to work collaboratively and transparently as part of a team and provide support for colleagues (E).
- Ability to manage multiple priorities, work to deadlines and be calm under pressure (E).
- Excellent verbal and written communication skills (E).

Attributes

- Professional, enthusiastic and self-motivated (E).
- Discretion and judgment when dealing with sensitive and/or confidential information (E).
- Flexible and adaptable (E).
- Commitment to equality and diversity and understanding of how it applies to own role
- Commitment to the charitable aims and objectives of Freeva