

# Fundraising Manager - Job description

## Role information

Department: Fundraising

Job Title: Fundraising Manager (inc. Lottery and Legacy)

Grade: F

Responsible to: Head of Fundraising

Responsible for: Events and Community Fundraiser, Fundraising Database Assistant

Date: September 2024

## Purpose of the job:

The Fundraising Manager is responsible for leading and executing the fundraising strategy for individual donations, including managing a portfolio of existing donors and attracting new supporters. This role focuses on growing income through initiatives such as lottery, legacy and In Memoriam fundraising, while ensuring a high level of donor retention and long-term engagement. The role also involves line management of team members and contributing to the overall fundraising efforts of Family Fund, ensuring alignment with strategic goals and compliance with relevant regulations.

## Duties and responsibilities

### Fundraising Activities

- Lead the development and implementation of a comprehensive individual giving strategy, including lottery and legacy programmes, to drive donor growth and income.
- Engage and motivate both current and past supporters, minimising donor loss and optimising their long-term value.
- Create and execute an annual Individual Giving fundraising activity plan, ensuring yearly financial targets are met and supporters feel valued.
- Stay informed on market trends and sector developments, particularly in individual and legacy giving, and adjust strategies accordingly.
- Manage donor relationships through effective stewardship plans, aimed at significantly increasing individual giving and event income.
- Oversee the Family Fund Lottery, aiming to grow its membership and contribution.
- Attend networking events to build and maintain relationships that support fundraising efforts.
- Deliver warm appeals and bi-annual donor newsletters, aiming to meet income targets while minimising costs and maximising donor retention.
- Collaborate with communications colleagues to develop acquisition strategies using multiple channels (e.g., digital, print, face-to-face), ensuring consistency with the organisation's brand guidelines.

- Employ innovative approaches to campaign development, proposition testing, and outreach to attract new audiences and maximise cost-effectiveness.

### **Budgeting and Reporting**

- Manage the CRM database to enhance donor experiences and support fundraising activities.
- Oversee the forecasting and budgeting for Individual Giving and Events fundraising, working closely with the Head of Fundraising.
- Set measurable Key Performance Indicators (KPIs) to monitor progress and adjust strategies if targets are not met.
- Ensure all donations are processed according to internal procedures, and donors receive timely and appropriate acknowledgements.

### **Governance and Internal Co-ordination**

- Prepare and present reports for the Fundraising Committee and trustees as needed.
- Ensure all recruitment and development materials, activities, and communications comply with fundraising regulations and data protection laws.
- Collaborate with other departments to ensure fundraising and volunteering activities align with organisational goals.

### **Line Management**

- Manage and support the Events and Community Fundraiser and the Fundraising Database Assistant, providing clear direction, development opportunities, and recognition.
- Oversee staff performance, setting clear objectives, work plans, and fostering an environment of teamwork in line with Family Fund's values.

### **General Responsibilities**

- Ensure all fundraising activities are well-coordinated with relevant staff and complementary to other organisational efforts.
- Perform other duties as required to support the operational management and strategic direction of Family Fund.

## Person specification

Department: Fundraising

Job Title: Fundraising Manager

### Experience

- Working in a fundraising role in a charity of comparable breadth and scope with proven success in growing income.
- Successful experience of developing and managing all areas of Individual Giving and Legacy Marketing.
- Developing growth through digital fundraising.
- Improving supporter experience and supporter journeys.
- Proven track record in creating and writing compelling proposals and developing a strong case for support.
- Representing the charity with key senior stakeholders and high value potential and existing supporters.
- Identifying/ managing reputational, operational and financial risks.
- Forecasting and budget management.
- Line management of fundraising staff.

### Desirable

- Voluntary or statutory sector experience.
- Account management.

### Skills, knowledge, and abilities

- Computer literate with excellent MS Office capabilities.
- Skilled in networking and collaboration, with the ability to build and maintain relationships with key stakeholders.
- Strong writing abilities, including presentation skills.
- Excellent in analysis and financial management.
- Capable of clearly and persuasively communicating complex ideas to both internal and external stakeholders.
- Able to manage time effectively under pressure, meet deadlines, and prioritise tasks across multiple work streams.
- Experienced in setting targets, defining, monitoring, and evaluating performance, with a focus on achieving outcomes.
- Strong skills in team building and mentoring.
- Proficient in conducting research and analysis.
- Project management skills.

### Education/training

- Equivalent evidenced experience.

### Desirable

- Certificate in Fundraising.
- Member of the Institute of Fundraising.

## **Personal attributes**

- Results driven, creative and innovative.
- Open and participative working style.
- Flexible, adaptable and resilient to work demands and change.
- Willingness to travel across the UK and work outside office hours when required.
- Commitment to Family Fund's values.
- Commitment to equality, inclusion and fairness for all.
- Commitment to safeguarding.

## **Desirable**

- Understands the impact of disability and poverty on family life.