

## ROLE PROFILE

<b>Job Title:</b>	Fundraising Manager
<b>Office based:</b>	The Stables, 1A Merchants Place, Reading RG1 1DT
<b>Hours:</b>	Full time
<b>Contract:</b>	Permanent
<b>Reporting to:</b>	Head of Marketing and Fundraising
<b>Remuneration:</b>	To £34,000 FTE, plus benefits
<b>Direct Reports:</b>	Fundraising Officer and Fundraising Assistant

### Job Purpose:

The postholder is responsible for the operational planning of all fundraising in line with strategic goals for the year, and delivering a range of fundraising events and projects within the charity's developing fundraising programme – including supporter acquisition, supporter stewardship communications, financial appeals, and regular giving.

Focussing on individual giving, community and corporate fundraising and events, the Fundraising Manager is responsible for developing and delivering the charity's fundraising strategy, providing effective leadership to the team to drive revenue, improving donor engagement, acquiring new supporters, and building positive long-term donor relationships.

### KEY RESPONSIBILITIES

- Manage and support the fundraising team to meet ambitious annual targets whilst keeping expenditure within agreed limits
- Maximise income with a focus on individual, community and corporate fundraising.
- Review, develop and implement the fundraising strategy in collaboration with colleagues – particularly marketing - to ensure an integrated approach to campaigns and a joined-up supporter experience
- Work with Marketing to maximise the use of digital engagement opportunities to deliver income goals, improve relationships and optimise the return of expenditure.
- Develop briefs and prepare budgets for fundraising initiatives

### Individual Giving:

- Develop and implement an individual giving programme to include the recruitment, reactivation and retention of regular donors to maximise income

### **Major Gifts:**

- Develop a stewardship and engagement programme for Launchpad's existing major donors, with the view to fostering long-term relationships and seeking future support.
- Work with Trustees, existing supporters and colleagues to identify potential new supporters and seek opportunities for engagement.

### **Community and Corporate Fundraising**

- Develop a pro-active approach to corporate fundraising including the introduction, cultivation, stewardship and account management of corporate partners to maximise income
- Manage and support the Fundraising Officer to develop and deliver effective strategies to build relationships with local businesses, community groups including schools and support them to fundraise on behalf of Launchpad.
- Develop and implement community fundraising activities in order to maximise income from a variety of community-based sources, including challenge / sponsored events, bespoke events, static collection boxes / contactless machines, fundraising volunteers and local businesses

### **Events**

- Expand Launchpad's calendar of events and test new approaches to build supporter relationships, evaluating results and making recommendations for future development.
- Manage Launchpad's existing events portfolio, including Launchpad's participation in key third party events; work with the Marketing Manager to market the events and other fundraising colleagues to deliver a great supporter experience and maximise income and engagement potential.
- Manage the Fundraising Officer and Fundraising Assistant to ensure successful delivery of events.

### **Other:**

- Manage Launchpad's relationships with Patrons, Trustees and VIP's, liaising with the Head of Marketing & Fundraising and CEO as necessary.
- Monitor changes to the fundraising landscape and adjust fundraising plans to take account of emerging opportunities/constraints.
- Manage, plan and agree the annual fundraising budget with the Head of marketing and fundraising, and Head of finance
- Act as an ambassador for Launchpad and its activities; including conducting presentations internally and externally and supporting fundraising activities to raise support of the charity and build appreciation of the positive impact it makes in the local community  
Maximise gift aid income by ensuring every opportunity is taken to encourage sign up.
- Work with the Marketing Manager to ensure the relevant sections of the website, social media, monthly e-newsletter and all marketing materials promote individual giving, community support, corporate support and events, are kept up to date, and provide marketing with a regular flow of information and stories.
- Ensure that all communications managed through the team are of a high standard, to maintain the reputation of the charity and donor loyalty

## **FINANCE AND ADMINISTRATION**

- Oversee the development and upkeep of the fundraising CRM system (ThankQ), maintaining complete and accurate records relating to all fundraising, marketing and communications activities, and report on their performance on a regular basis to senior management
- Ensure that financial and other departmental records are kept up to date with all relevant information relating to individual, community and event fundraising and are carried out in accordance with the agreed procedures and within the framework of Launchpad's financial procedures and budget responsibilities.
- Regularly review and develop policies and procedures relating to fundraising income and expenditure management, and reporting for individual giving, community support, corporate fundraising and events.
- Manage a team of eight Charity Ambassador Volunteers

## **GENERAL**

- Attend evening Board of Trustee and other management meetings as required
- Attend / conduct regular support and supervision sessions and annual appraisal meetings for the team
- Provide written and verbal reports as required
- Operate within the framework of values, procedures and policies of Launchpad
- Attend occasional external meetings or events
- Work flexible hours according to the need of the role
- Carry out any other reasonable duties as delegated by the Head of Marketing and Fundraising to ensure the smooth running of the function
- Undertake any other duties related to the responsibilities of the post, which may be delegated by the senior management team

## PERSON PROFILE

### Essential skills:

- Strong project management, planning and organisational skills to manage workload effectively whilst working to multiple deadlines
- Able to manage income and expenditure budgets, and work with Finance colleagues re: fundraising reporting
- People management skills
- In-depth knowledge of fundraising regulations and best practice
- Experience with managing a CRM system to manage supporters, monitor campaign performance, select data and segmentation, and data analysis
- Excellent IT skills including Microsoft Office suite (Word, Excel and PowerPoint) and willingness to learn new systems
- Ability to communicate effectively with internal and external stakeholders using a variety of verbal, written and electronic formats
- Able to manage a range of projects and to work collaboratively with other teams to deliver successful outcomes

### Knowledge and essential attributes

- Self-motivated, innovative and pro-active with a positive and enabling attitude
- Emotional intelligence, resilience and initiative
- Professional, approachable, confident and empathetic manner
- Team player, willing and able to work both as part of a team and independently
- Empathy with the charity's aims and objectives, and a commitment to equality and diversity
- Ability to have fun and enjoy yourself whilst doing your job
- Amenable to working some evenings and weekends, eg, to network and manage fundraising events

### Experience

- Significant experience of driving income across all areas of responsibility (i.e., individual donations, corporate and community fundraising)
- Experience of delivering virtual or hybrid events
- Demonstrable experience of successfully planning, setting up and running multiple and high profile events
- Track record of consistently achieving fundraising targets
- Excellent relationship building, networking and account management experience with the ability to develop relationships with a variety of stakeholders while managing expectations.

- Experience of managing fundraising teams and delivering through people, including setting objectives, motivating, developing, and managing effective performance to achieve successful outcomes
- Managing and developing relationships with major donors, VIPs and high net worth individuals
- Experience of analysing data, and interpreting results/trends to inform strategy
- Collaborative team working
- Working to deadlines in a fast paced environment
- Working with internal and external stakeholders
- Experience working in a small to medium sized charity is desirable

### **Education, Qualifications and Training**

- Marketing or Fundraising qualification, highly desirable (CioF, IDM, CIM diploma or equivalent)
- Educated to Degree level or equivalent - desirable
- Minimum A level standard or equivalent
- Minimum 5 GCSEs including English at grade C or above