



Job Title:	Fundraising and Communications Manager
Reports to:	Chief Executive Officer
Hours of work:	Flexible. We will consider part time or full time (min 21hrs/wk) The role will require some evening and weekend work
Salary:	£35,000 - £40,000 pro rata
Location:	Home based with some travel required
Benefits:	25 days annual leave plus bank holidays (pro rata); 35hr working week; Group life insurance; 5% employers pension contribution; flexible working arrangements

About MACS

This year, 90 families in the UK will be told their babies have no eyes, small eyes, or a cleft in the eye. Many of them will have additional needs or other health challenges. Some will be told there's no hope that their child will ever see. They may feel hopeless and alone - but they are not alone and there is hope.

MACS is the UK's national charity for children born without eyes or with underdeveloped eyes. We help over 2500 people across the UK, supporting them at each stage of their journey by providing peer support, practical help and opportunities to take part in life-changing activity trips.

About this Role

This is a crucial role for MACS as you will lead MACS' fundraising activities across the UK to build a diverse and sustainable funding base. Leading our small but enthusiastic fundraising team, you will deliver year on year income growth; introduce new fundraising streams and provide an amazing experience for our donors and potential donors. As a key member of the MACS leadership team you will also play a role in shaping and delivering MACS' organisational priorities.

Key duties

Fundraising and Marketing

- Introduce new fundraising streams to drive year on year growth in fundraising income.
- Develop and implement plans to increase support from community and event supporters; building, developing and nurturing long-term relationships and ensuring fundraising efforts are maximised and in line with legislative requirements.
- Lead on MACS' large bids strategy developing productive relationships with grant making organisations and writing high quality applications and reports.
- Deliver an amazing experience for our donors and potential donors.

- Raise awareness and celebrate our fundraisers and fundraising activities.
- Working closely with the Communications and Marketing Officer, develop and implement MACS' communications and marketing strategy.

Strategic

- Develop and implement a comprehensive 3-year fundraising strategy
- Create the annual fundraising budget and reforecast as appropriate.
- Remain up-to-date on sector trends, regulations and changes in charity law, highlighting risks and opportunities to grow income.
- Ensure MACS is effectively networking at local, regional and national levels, maximising awareness of MAC conditions and the work of MACS.
- Support the development new project proposals and budgets in line with grant organisations' requirements.

General Management

- Lead and motivate our fundraising staff and volunteers ensuring they have clear direction, support and opportunities to develop their fundraising and marketing skills.
- Oversee the work of any fundraising consultants ensuring the charity receives value for money and measurable impact.
- Maintain the fundraising database (Salesforce), ensuring accuracy and consistency when recording enquiries, actions and all communications.

Monitoring and Evaluation

- Ensure the collection of key data and evidence metrics to meet funders requirements and build MACS' case for support.
- Analyse fundraising data to produce monthly activity reports and ensure fundraising activities are monitored against agreed objectives, financial targets and other KPIs.
- Routinely monitor fundraising income and expenditure to ensure any issues (actual or potential) that may result in agreed targets not being met are highlighted early and identify any necessary remedial action.
- Ensure all grant income is processed and spent in line with the agreed grant terms and conditions.

Please note: this Job Description may be subject to change – duties may be removed or added based on the needs of the Charity

Person Specification

<p>Skills & Experience</p> <ul style="list-style-type: none"> Experienced all round fundraiser with proven ability to increase income from a range of sources including at least three of the following: large grants; regular giving, community fundraising, events, corporate and major donors 	Essential
<ul style="list-style-type: none"> Ability to demonstrate success in developing new income streams from scratch. 	Essential
<ul style="list-style-type: none"> Experience of budget and financial management 	Essential
<ul style="list-style-type: none"> Experience of managing staff, delegating effectively and holding self and others to account 	Essential
<ul style="list-style-type: none"> Strong track record of networking, developing and maintain external relationships with a wide range of funders 	Essential
<ul style="list-style-type: none"> Familiarity with a range of communications channels, and experience of running successful communications and fundraising campaigns. 	Essential
<ul style="list-style-type: none"> Organised with excellent time-management and prioritisation skills 	Essential
<ul style="list-style-type: none"> Ability to communicate effectively, verbally and in writing, with a wide range of stakeholders 	Essential
<ul style="list-style-type: none"> Experience of using and maintaining a donor database, preferably Salesforce 	Desirable
<ul style="list-style-type: none"> Experience in social, welfare, disability, or children's charities 	Desirable
<ul style="list-style-type: none"> Experience of line managing a geographically dispersed team 	Desirable
<p>Personal Attributes</p> <ul style="list-style-type: none"> Comfortable with remote working from home and minimal supervision 	Essential
<ul style="list-style-type: none"> Willingness to work outside of normal office hours on occasion 	Essential
<ul style="list-style-type: none"> Flexible with a positive attitude 	Essential
<ul style="list-style-type: none"> Sense of humour 	Essential
<ul style="list-style-type: none"> Entrepreneurial outlook and initiative to drive projects forward 	Essential
<ul style="list-style-type: none"> Strong strategic thinker 	Essential
<ul style="list-style-type: none"> Willingness to get involved with non-fundraising activities when required 	Essential

How to Apply

To apply please submit your CV and a covering letter to recruitment@macs.org.uk Please ensure your covering letter clearly demonstrates your suitability for the post and how you meet the person specification.

If you would like to arrange an informal chat to find out more about the role, please contact Liz Bates, Chief Executive on 07921 259635 or email recruitment@macs.org.uk.

Deadline for applications is Friday 7 May 2021

First round interviews will be held on Zoom during the week commencing 26 May 2021.