



Job Description

Title	Fundraising Manager
Report to	Head of Operations
Direct reports	Community and Events Fundraiser and Volunteer Network
Salary	£32,000 - £35,000 per annum, depending on experience
Contract	Permanent
Hours	Full or part time (28 - 35 hours per week)
Annual Leave	28 days holiday plus 10 public holidays (pro rata)
Location	Homeworking. Travel throughout the UK may be required at times. The charities administrative base is in Edinburgh.

About Make 2nds Count

Make 2nds Count is a patient and family focused UK-wide charity dedicated to giving hope to women and men living with secondary breast cancer.

We strive to do this by raising awareness and funding medical research that will contribute to advancing an increased quality of life for patients. Our community programme supports patients and families affected by this incurable disease.

Make 2nds Count is supported by an enthusiastic and motivated group of individuals who help us make our vision a reality. From permanent team members who are based at our head office in Edinburgh, to dedicated volunteers, patient champions and the dynamic board of trustees, our team is constantly evolving.

Secondary breast cancer, also known as metastatic, advanced or stage IV breast cancer, is a cancer that has spread beyond the breast to other parts of the body. Parts of the body affected are usually the bones, liver, lungs, brain or the skin. Secondary breast cancer can be treated but it cannot be cured. Treatments aim to control and slow down the disease to enable patients to have the best possible quality of life for as long as possible.

About the Role

Make 2nds Count is looking for an experienced and dynamic fundraiser to drive forward and deliver our fundraising strategy. You will be responsible for leading our fundraising campaigns, regular and community giving alongside our annual programme of events.

Your expertise and innovation will enable us to expand and diversify our income generation through a range of fundraising activities which will allow us to continue to fund research, support and education projects in the field of secondary breast cancer across the UK. Working closely with the Head of Operations and Community and Events Fundraiser, the



Fundraising Manager will play a key role in raising our national profile by identifying opportunities for growing our income through creating and implementing new approaches to fundraising.

You will possess excellent analytical, communication, organisational and interpersonal skills. You will be able to demonstrate attention to detail and have a proven track record of successful fundraising. You will have a high level of passion and enthusiasm in working with us to achieve our vision of giving hope to those living with secondary breast cancer.

In joining our forward thinking, informed and compassionate team, you will have the opportunity to make a real impact within Make 2nds Count. This is a rewarding and a fast-paced role where you will be working with a wide range of individual fundraisers, corporate partners, patients and key stakeholders supporting them with all of our fundraising activities.

Duties and responsibilities

Strategic and business development:

- Lead on the creation, development and implementation of an Income Generation Strategy
- Research, cultivate and approach new sources of financial support in accordance with funding deadlines
- Lead on corporate relationships through Charity of the Year partnerships, payroll giving schemes, corporate sponsorship and other means of financial support
- Developing a major donor and legacy programme.
- Support the Community & Events Fundraiser with events & community portfolio.
- Develop, manage and implementing engagement plans to ensure that all donors receive an appropriate level of support
- Achieve key performance indicators, monitor and report progress on an ongoing basis and make recommendations for corrective action as required.

Financial Management:

- Prepare financial budgets ensuring that there is an understanding of the risks and assumptions and that plans are updated at regular intervals in line with timescales and targets
- In conjunction with the community and events fundraiser, ensure that all income and expenditure is accurately logged and reported

Relationship Management:

- Provide effective line management to the community and events fundraiser
- Work closely with the Head of Operations and senior management team to maximize income generation.
- Develop good working relationships with fundraising suppliers, external agencies, designers, external clinical services and all staff and volunteers, ensuring effective communications

Marketing and Logistics

- Provide effective project management for Make 2nds Count events.
- Work with the charity's marketing agencies to support fundraising goals



Fundraising Management & Administration

- Work with the community and events fundraiser to recruit, train and support volunteers
- Provide reports to the Head of Operations and management team.
- Keep abreast of current legislation, fundraising issues and market trends and developments within the corporate sector

Personal Profile

	Essential	Desirable
Educational/Professional Qualification		
Educated to degree level and/or significant relevant professional experience	•	
Excellent communication skills (written and verbal) with the ability to present information clearly, construct persuasive cases and write compelling narratives	•	
Experience/ Specialist knowledge		
Experience of fundraising within a 3 rd sector organisation for a minimum of 6 years, with understanding of fundraising methods including community, individual giving and corporate giving	•	
Knowledge of strategic and operational planning in Third Sector organisations	•	
Proven track record of meeting and measuring key performance indicators to meet and exceed income targets		
Experience of account management and building relationships		•
Experience of networking and business development		•
Experience of Google Workspace		•
Experienced in data collation and reporting	•	
Experience of using CRM database systems or similar software packages		•
Awareness of relevant legislation / Charity law relating to fundraising		•
Skills/Aptitudes/Potential		
Strong planning, organisational and administrative skills with the ability to manage multiple projects with overlapping deadlines	•	
Ability to present a compelling persuasive case for support	•	
Creative, with the ability to share ideas and work collaboratively	•	
Excellent written, typing and verbal communication skills	•	
Good organisational skills with an ability to prioritise tasks	•	
Friendly, and able to manage existing relationships with funders and partner organisations	•	
Able to contribute to a professional, highly motivated and hard working team	•	
Flexible approach to work	•	
A positive, professional 'can do' attitude	•	
An understanding of the challenges that those living with stage 4 cancer face		•
Personal Circumstances		
Ability to work limited unsociable hours (approx. four weekends per year and four evenings per year planned well in advance)	•	



How to apply

- Please email your tailored CV (no more than two pages) with your covering letter outlining your suitability for this role to emma.hall@make2ndscount.co.uk
- You will find the full job description, person specification and our benefits on Make 2nds Count website.
- Closing date is Monday 11 September
- **Interviews will be held the week commencing Monday 18 September 2023** and we will contact all applicants as soon as possible after shortlisting for interview
- Please note your covering letter will be key to the success of your application
- We are a disability confident committed employer, please contact us if you would like to ask about our recruitment policy

