

Job Description

Fundraising Manager – Community and Events

Job Summary

We are looking for a motivated and talented Fundraising Manager who will lead and mentor the community and events team. Working closely with the Head of Fundraising, you will develop, implement and deliver successful income generation activities, managing and monitoring performance against agreed budgets and business plans.

Although responsible for the community and events programme, the post-holder will be involved in a wide range of fundraising duties and will need to think strategically and work operationally. They will need to be confident in representing the organisation externally and coordinate and maintain strong working relationships.

Management

- Work with the Head of Fundraising as well as Donor Development Fundraising Manager to ensure effective and coherent operation of the team of both paid and voluntary staff.
- Ensure effective working relations, integration and collaboration between Fundraising and other departments across the hospice.
- Manage and motivate the fundraising team to perform to a high standard, conducting appraisal meetings in line with organisational policy and agree and review progress towards individual targets on a regular basis.
- Undertake the recruitment, management, motivation, training and work delegation for all directly line managed staff.
- In conjunction with the Head of Fundraising, develop and implement the departmental annual business plan ensuring that objectives are achieved and reporting on progress with appropriate KPIs.
- Ensure effective departmental financial management through monitoring of departmental budget spend and reporting on variances as required.
- To support the Head of Fundraising to provide timely progress reports against operational work plans to the Executive Leadership Team.
- Support a programme of audit and evaluation to demonstrate the effectiveness and return on investment of all events/ community activities.
- As a manager of the department, the post holder will be expected to contribute to the overall strategic direction and management of the fundraising function.
- Work within the framework of the hospice core values, promoting its ethos and values. Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all hospice policies and procedures and keep the team informed of hospice activities
- Managing team members workloads effectively, particularly when experiencing high volumes of activities.
- To be flexible within the broad remit of the post

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Duties and Key responsibilities

- Manage and co-ordinate all aspects of major fundraising events in order to maximise voluntary income, ensuring an effective project management schedule/diary for the annual events/activity programme is maintained.
- Lead the development of hospice supporters in “In Aid of” activities.
- Lead the development of hospice supporter participation in regional and national third-party fundraising events.
- Lead in the development of schools fundraising including the Youth Philanthropy Initiatives.
- Lead in the development of all Hospice led community fundraising events and campaigns.
- Build supporter engagement activities around each event/activity to aid in maximising fundraising achieved and deliver a positive event/activity experience.
- To develop, review and manage an ongoing programme of activity to secure, maintain and develop new and existing corporate support including financial support, gifts in kind, Charity of the Year, cause related marketing, employee fundraising and volunteering, in liaison and consultation with the Head of Fundraising and relevant fundraising team members.
- Develop and implement systems to gather, record and analyse feedback from event/community participants.
- Ensure industry best practice is achieved through the application of the Code of Fundraising Practice.
- Utilise the fundraising customer relationship management (CRM) system to maintain, develop and extend the registered donor information held in relation to fundraising events and community fundraising initiatives.
- Regular unsocial hours are worked over evenings and weekends e.g. to attend meetings, visit prospective and existing donors and sponsors and give presentations to potential supporters.
- During events and activities, the post holder will work additional and unsocial hours over evenings and weekends.
- Help identifying new income streams and preparing business cases to assess the commercial viability and value for money.

General responsibilities

- Collaborate with the comms and marketing team to ensure correct marketing collateral is available for fundraising activities
- Help develop a clear donor journey for all supporters of The Ayrshire Hospice with a strategic focus on valuing supporter care.

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Person Specification

Requirement	Essential/ Desirable	Tested
<u>Education / Qualifications</u> <ul style="list-style-type: none"> Academic or professional management qualification, however relevant experience in a similar role is acceptable. Evidence of continuing personal and professional development Institute of Fundraising accreditation 	E E D	A A/I A
<u>Knowledge/Experience</u> <ul style="list-style-type: none"> Business development background with demonstrable direct experience of income generating activity Proven ability to lead and motivate high performing teams Strong project management experience with the ability to manage projects and to organise and plan own work and the work of others to deliver objectives on time. Experience within the charity sector GDPR and data protection regulation 	E E E D D	A/I A/I A/I A/I !
<u>Ability/Skills</u> <ul style="list-style-type: none"> Strong empathy for supporters and passion for generating income and growth Excellent networking and communication skills Highly customer focused and relationship driven Collaborative player who also has individual drive to succeed The post holder should hold a full driving licence Highly developed organisational skills 	E E E E E	<u>A/I</u> A/I A/I A/I A/I
<u>Personal Qualities</u> <ul style="list-style-type: none"> Self-motivated, enthusiastic and business development focussed Values driven & committed to the organisation Adaptable, determined and resilient Integrity and honesty 	E E D E	I A/I I I