



JOB DESCRIPTION

Job Title:	Senior Fundraising Manager
Reports to:	Compton Senior Director
Location:	South London (Hospice)
Salary:	£40,000 - £45,000 depending on experience

THE ROLE: This is an exciting hands-on-role, with joint responsibility (working with the Director of Fundraising) for managing a team of 20 fundraisers. Target: £4m in revenue and almost £5m in legacies annually across the fundraising team.

Main Responsibilities

Strategy and planning

Lead the annual fundraising planning process to produce effective strategies to achieve income targets across the range of revenue streams

In cooperation with the fundraising director, lead the development of any long-term strategy to achieve agreed long term organisational goals

Identify new potential income streams and produce strategies to access these funds

Financial Planning and Budget Management

Produce cost-effective budgets to achieve action plans

Develop and maintain income and expenditure tracking and evaluation systems

Ensure the Fundraising Department is kept within budget

Fundraising

Manage an effective fundraising team that delivers fundraising income meeting set targets

Work with the grant and trust fundraisers supporting them as necessary and ensuring production of effective, high quality proposals and reports.

Lead the community fundraising plan which includes recruitment and development of new donors

Lead on development of new funding streams

Develop and maintain effective supporter journeys for the development of relationships and retention

- As the day to day, hands on fundraising manager this position holds significant strategic responsibility being part of the senior fundraising team in determining the direction in which the fundraising team raises the money.
- Contributing to the formulation, setting and controlling the departmental budgets and targets with the senior fundraising team and finance
- Manage, motivate and lead the Sydenham and Bromley fundraising teams on a day to day basis and contribute to the fundraising department's efforts in raising £9m
- Develop and implement the fundraising strategy in line with the organisation's changing needs and interests of our donors, supporters and volunteers
- Lead on new initiatives including with respect to events, and coordinate staff and volunteers to support the full breadth of fundraising activities that the team delivers,
- Build the In Memory Funds and supporter bases through strategic relationship development.
- Contribute to the overall running of the charity as a pro-active and strategic member of the fundraising team blending in the organisational values to teams objectives and practices
- Mentoring managers and management across the organisation in Fundraising's current practice to develop cross organisational mechanisms and mutual support.
- To create and direct, training and development for fundraisers and interns
- Lead events and develop junior staff to deliver events
- To manage the direct reports and administrative staff in the office in the delivery of Community fundraising events, and in support of the Major Donor, Trust and Legacy teams as required.
- To oversee the maintenance of the core database system (Raisers Edge) and support all budgetary functions of the Fundraising team
- To participate in the senior management of the organisation, attending team and hospice wide management meetings as necessary.

- To deputise for line management as required and assist with tasks requested from time to time
- Prepare reports and give presentations on fundraising progress to the senior leadership team and the trustee board
- Attend networking events and meetings with potential donors

Qualifications: Degree is expected,

Relevant experience

A track record of more than five years' successful fundraising, Innovative management style.

Ability to work flexible hours including evenings and weekends

Energy, enthusiasm and flair to work hard and achieve ambitious targets.

PERSON SPECIFICATION

	Essential	Desirable
QUALIFICATIONS AND EXPERIENCE	<ul style="list-style-type: none"> • Educated to degree level or equivalent qualification or experience • Experience of managing a team of people • Wide experience of working in a fundraising or event management environment • Experience of developing and delivering strategies 	<ul style="list-style-type: none"> • Working in a range of charity and volunteer environments • Experience of managing a fundraising and or events teams • Expertise in relationship development and management • Demonstrable success in delivering a successful fundraising campaign
KEY SKILLS AND COMPETENCIES	<ul style="list-style-type: none"> • Excellent organisational skills. • Ability to plan, balance and cope with competing priorities • Excellent written and verbal communication skills • Excellent presentation skills • Excellent staff management and interpersonal skills • Ability to motivate and enthuse staff, colleagues, volunteers and external supporters • High standard of numeracy and budgeting skills • High standard of computer competency and literacy • Proven fundraising with the ability to meet targets • Digital skills: Mobile and online giving are an increasingly integral part of the fundraising mix • Innovation skills: New fundraising rules may hinder fundraising and interaction with the public. So, strong ideas about how to meet fundraising targets in this climate are at a premium: e.g. the impact of GDPR • Budget management skills: To work effectively with limited resources • Time management skills: The ability to prioritise and meet deadlines is key 	<ul style="list-style-type: none"> • Knowledge and understanding of key issues in hospice and end of life care • Public speaking experience • Contemporary understanding and appreciation of health and care issues • Highly developed understanding of databases and their application to strategy, preferably Raisers Edge

PERSONAL ATTRIBUTES	<ul style="list-style-type: none"> • Strong team working orientation, with the ability and social skills to work collaboratively with staff at all levels. • A creative and proactive approach to all areas of work • Commitment to delivering a high quality service • Flexible and adaptable approach to work demands across the whole organisation • Able to maintain strong working relationships with interdepartmental staff, volunteers, donors and sponsors 	
OTHER	<ul style="list-style-type: none"> • Willing and able to work evenings and weekends to support fundraising events 	<ul style="list-style-type: none"> • Driving licence