

## Role Profile

<b>Job Title:</b>	Community Fundraising Manager
<b>Based:</b>	Reading HQ (with some working from home)
<b>Hours:</b>	Full Time – 37 hours per week or Part Time 4 days (29 hours)
<b>Contract:</b>	Permanent
<b>Reporting to:</b>	Head of Marketing and Fundraising
<b>Direct Reports:</b>	Fundraising Officer

### Job Purpose:

Focussing on individual giving, community fundraising and events, this role is responsible for delivering the annual fundraising income target, securing and growing income for Launchpad, delivery of events and day-to-day management of the fundraising team.

### Key Responsibilities

#### Strategic fundraising

- Maximise income with a focus on individual and regular giving, and community fundraising
- Manage the operational planning and delivery of all fundraising activities in line with strategic goals for the year, including supporter acquisition, stewardship communications, financial appeals and campaigns, and providing regular reports to inform donor strategy.
- Continuously develop and review plans and budgets against the fundraising strategy, ensuring ROI is reported back regularly and action is taken to optimise spend, drive income, and meet organisational objectives.
- Effectively monitor all fundraising-related activity to track impact and return on investment.
- Plan, implement and drive the Events strategy with a focus on great stewardship to all supporters and donors and maximising income opportunities.
- Write marketing briefs, prepare project plans and budgets for fundraising initiatives.
- Develop the individual giving and donor engagement programme to ensure recruitment, reactivation, and retention of regular donors to maximise income; managing thanking and supporter communications.

#### Community Fundraising, and events

- Focus on individual and regular giving, and community fundraising to maximise income.
- Manage the existing events portfolio, including participation in third party events to deliver a great supporter experience, and maximise income and engagement potential.
- Develop and implement community fundraising activities in order to maximise income from a variety of sources, including third party challenge events, community and bespoke events.
- Plan and test new activities to grow the donor base, evaluating results and making recommendations.

## **Finance and administration**

- Propose the annual fundraising budget, then manage and monitor fundraising expenditure against agreed budget, working with the Head of Marketing and Fundraising and the Head of Finance.
- Work with the Finance team and Fundraising Officer to maximise income generated from Gift Aid opportunities, and ensuring Gift Aid income is reported, processed and reviewed on a regular basis.
- Working in collaboration with Marketing, provide an integrated, consistent approach to activities and 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 on expenditure.
- Ensure Launchpad receives value for money from suppliers, and activity costs are realistic and on budget.
- Manage fundraising financial reporting, including donor income and thanking.
- Manage the development and upkeep of the fundraising CRM system (Access Charity CRM), including:
  - maintaining clean, complete and accurate donor.
  - ensuring consent is logged for marketing and GDPR purposes.
  - ensuring data entry processes and procedures are clear and up to date.
  - providing regular reports on donor activity and events to track income, recruitment, retention and re-activation of donors, as well as informing fundraising strategy.
- Ensure financial and other departmental records are kept up to date, 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**

- Manage and support the Fundraising Officer to develop and deliver effective strategies to build relationships with community groups and schools, maximising their fundraising capabilities.
- Deliver on the charity's fundraising strategy, providing effective leadership to the team to drive revenue, acquire new supporters and build positive long-term donor relationships, ensuring an excellent supporter experience, every time.
- Ongoing recruitment and management of Fundraising volunteers and Charity Ambassadors to maximise resource for attendance at external events and talks.
- Management, performance and development of the Fundraising Officer and fundraising volunteers to deliver fundraising objectives and meet and exceed ambitious annual targets, whilst keeping expenditure within agreed limits.
- Manage and support the Fundraising Officer to develop and deliver effective strategies to build relationships with community groups and schools, maximising their fundraising capabilities

## **General**

- Monitor changes to the fundraising landscape and adjust plans to take account of emerging opportunities and challenges.
- Act as an ambassador for Launchpad; including delivering presentations internally and externally.

- Conduct regular support and supervision sessions and annual appraisal meetings for any direct reports.
- Provide written and verbal reports as required.
- Attend and participate in team meetings, group briefings, 1to1's, annual reviews, internal and external meetings, qualifications and training courses etc where appropriate.
- Proactively promote the service / Launchpad within Reading to other organisations and partners.
- Observe and work within Launchpad's values of Respect, Empower, Integrity and Influence.
- Operate within the framework of policies and procedures within Launchpad.
- Work flexible hours as necessary according to the needs of the role
- Any other duties commensurate with the role as delegated by the Head of Marketing and Fundraising or Senior Management Team.

## **Person Specification**

### **Knowledge, Skills and Behaviours**

- Demonstrable and relevant management experience in events fundraising and/or community fundraising within the voluntary and/or commercial sectors.
- Track record of meeting financial targets, with experience of setting and monitoring budgets.
- Strong experience of working with external suppliers, negotiating costs, managing contracts and driving performance to achieve targets.
- Experienced CRM system use to manage supporters, monitor campaign performance, manage data and segmentation, and produce reports.
- Ability to manage a range of projects and to work collaboratively with other teams to deliver successful outcomes.
- Skilled in establishing and nurturing a positive and effective team culture, identifying development needs, managing wellbeing and ensuring adherence to organisational policies.
- Strong project management, planning and organisational skills to manage workload effectively whilst working to multiple deadlines.
- Knowledge of fundraising regulations and best practice.
- Excellent IT skills including Microsoft Office suite (Word, Excel and PowerPoint) and willingness to learn new systems.
- Ability to communicate confidently and effectively with internal and external stakeholders using a variety of verbal, written and electronic formats.
- Passion for Launchpad's work and values.
- Self-motivated, innovative and pro-active with a positive and enabling attitude.
- Emotional intelligence, resilience and initiative. Open to new ways of working.
- Professional, approachable, with a confident and empathetic manner.
- Team player - willing and able to work as part of a team as well as working independently.
- Committed to professional development and willing to learn and grow.
- Valuing diversity and treating others with respect, showing sensitivity towards differences, promoting and encouraging diversity.

- Able to recognise and build on people's different skills to enhance general work quality.
- Amenable to working some evenings and weekends, e.g. to network and manage fundraising events.

### **Experience**

- Significant experience of driving income across all areas of responsibility (ie, individual giving, events and generic community fundraising)
- 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
- Experience of analysing data, and interpreting results/trends to inform strategy
- Demonstrable experience of successfully planning, setting up and running multiple and high profile events
- 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**

- A CloFG or equivalent fundraising qualification – highly desirable
- Fundraising experience - essential
- Educated to Degree level or equivalent - desirable
- Minimum GCE A level standard or equivalent
- Minimum 5 GCSEs including English at grade C or above

*This job description is a written statement of the essential requirements of the job, with its key accountabilities, and the experience, knowledge, and skills required for effective performance. This is not intended to be an exhaustive account of all aspects of the duties involved and may be amended following consultation.*