

## Job Description and Person Specification

JOB TITLE: **Fundraising Manager**

REPORTS TO: Director of Marketing & Business Development

DIRECT REPORT(S): Fundraising Development Officer

### Job purpose and key responsibilities

The role's purpose is to effectively lead the Fundraising team to ensure delivery of targets, with a focus on developing the corporate opportunities, individual giving and supporting the applications to trusts & foundations:

- Working with the Director of M & BD to help shape the future fundraising strategy and structure as the organisation looks to increase its charitable impact
- Developing and managing the strategy for raising money from corporates including sponsorship, advertising and giving opportunities - building long-term mutually beneficial relationships with companies
- Supporting the external agency in grant applications (trusts and foundations), being the conduit between the agency and the organisation. Ensuring that project developments are driven through the organisation and all applicants are submitted in a timely manner
- Leading the strategy for and supporting the Fundraising Development Officer in developing the individual giving, major gifts, legacies including any associated events e.g VIP strategy
- Leading on all aspects of fundraising compliance, ensuring a quality management framework is in place that provides regular reports to internal and external stakeholders
- Working with a CRM system, ensure records that relate to all fundraising activity are effectively managed and maintained, and provide monthly financial reporting and other management information on a timely basis
- Effectively managing the team ensuring each member has clear objectives, regular reviews and performance development reviews, and they have the support and development opportunities they need to succeed and progress in their careers

### Other considerations [Add to or amend the following as appropriate]:

- Due to the nature of the post, the holder would be expected to work flexible hours in order to attend certain company events.
- This post requires an enhanced DBS clearance as SFE works closely with children and schools. Other appropriate checks and safeguards may also be required.
- The role will require a highly flexible, motivated and innovative approach.

## Person Specification – Fundraising Manager

Factors	Essential	Desirable	Assessment Method
<b>Qualifications</b>	<p>UK Degree or equivalent preferable</p> <p>Professional fundraising qualification</p> <p>Project management training</p>	Membership of appropriate professional body	CV Copies of relevant certifications provided before/at interview
<b>Training</b>	Evidence of Continuing Professional Development, especially related to fundraising, philanthropy, sponsorship and customer relations		CV Interview
<b>Experience</b>	<p>Proven track record (with quantifiable evidence) and experience of:</p> <ul style="list-style-type: none"> <li>working as a Fundraiser</li> <li>securing income from corporates, trusts and individual giving</li> <li>managing and developing effective relationships. This will include a highly developed ability to successfully negotiate with others to achieve desired outcomes and to influence a range of internal and external stakeholders</li> <li>delivering income against agreed targets, including a thorough knowledge and track record of success in corporates, grants and individual giving</li> <li>delivering a fundraising strategy including capital appeals and campaigns</li> <li>using and setting up CRM experience for use with fundraising activities</li> <li>working with external agencies to support fundraising activities.</li> </ul>	<p>Line management experience</p> <p>Knowledge and experience of the English schools sector/market</p> <p>Knowledge and experience of the music education</p> <p>Knowledge of local area – Birmingham/W Midlands</p>	CV Interview
<b>Knowledge and Skills</b>	<p>Excellent written and spoken communication skills</p> <p>Highly numerate and able to manage and develop budgets</p> <p>Understanding of compliance and legal fundraising frameworks</p> <p>Project management skills and proven ability to organise and plan projects using project management techniques</p>		CV Interview

	Excellent IT skills including proficiency in using CRM at super user level and advanced Excel skills		
<b>Personal Qualities</b>	<p>Highly developed interpersonal skills including influencing skills</p> <p>Innovative and self-motivated</p> <p>Ability to work flexibly and manage own workload</p> <p>Ability to work under pressure and meet deadlines</p> <p>Ability to manage others, where they is no direct line management, work collaboratively with peers and work with senior executives, stakeholders and customers</p> <p>Strong organisational skills</p> <p>Ability to work effectively as part of a team</p> <p>Proactive and solution focused</p> <p>High level of integrity, honesty and professionalism</p> <p>Comfortable and able to work in and with directly with corporates, external agencies, general public and schools</p> <p>Seek advice and support when necessary</p>		CV Interview
<b>Other</b>	<p>An awareness, understanding and strong personal commitment to equal opportunities</p> <p>A willingness to share and embrace the company's principles and values</p>		CV Interview