

## Job Description and Person Specification

JOB TITLE: **Fundraising Manager - Individual & Community**

REPORTS TO: Director of Marketing & Business Development

DIRECT REPORT(S): None

### Job purpose and key responsibilities

The role's purpose is to effectively ensure delivery of agreed fundraising income targets, with a focus on individual giving and community fundraising:

#### Fundraising

- Working with the Director of Marketing & Business Development help shape the future fundraising strategy and structure as the organisation looks to increase its charitable impact
- Manage a proactive community fundraising events and individual giving programme to meet income targets
- Fundraise in a way which enhances Services For Education's (SFE) reputation and encourages public trust and confidence
- At national, regional and local levels understand the market place in relation to income generation
- Develop, grow and sustain funder and supporter relationships
- Support and work with the corporate fundraising function to increase our portfolio of corporate partnerships
- Set-up, recruit and manage volunteer programme
- Manage and administer the digital shop

#### Relationship management

- Act as the focal point for all IG and Community activities
- Be a fundraising ambassador for SFE with funders, partners and agencies

#### Marketing

- Working with marketing team ensure that all marketing communications are impactful, compliant with relevant legislation our brand guidelines, policies and guidelines

#### Compliance

- Work closely with the SFE colleagues to ensure that reporting and recording of data and donations is done timely, properly and in accordance with Data Protection (including GDPR) legislation
- Ensure all activities comply with the relevant legislation and guidelines, specifically Charity Commission's "Code of Fundraising Practice"

#### Administration and Reporting

- 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
- Manage day-to-day administration and reporting for all Individual & Community fundraising activities

## Other considerations

- 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, self-motivated and innovative approach.

## Person Specification – Fundraising Manager (Individual & Community)

Factors	Essential	Desirable	Assessment Method
<b>Qualifications</b>	UK Degree or equivalent preferable	Professional fundraising qualification  Membership of appropriate professional body  Project management training	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>	Proven track record (with quantifiable evidence) and experience of: <ul style="list-style-type: none"> <li>• working as a Fundraiser</li> <li>• experience of managing individual giving programmes as well as running community fundraising events.</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 individual giving and community fundraising</li> <li>• delivering a fundraising plan for individual and community fundraising</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>	Line management experience  Knowledge and experience of the English schools sector/market  Knowledge and experience of the music education  Knowledge of local area – Birmingham/W Midlands  Knowledge of community funding opportunities	CV Interview
<b>Knowledge and Skills</b>	Excellent written and spoken communication skills  Highly numerate and able to manage and develop budgets		CV Interview

	<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> <p>Excellent IT skills including proficiency in using CRM at super user level and advanced Excel skills</p>		
<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, the 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