

**Job Description**

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| **Post Title:** | Fundraising Manager  |
| **Salary** |  |
| **Reports to** | Associate Director of Income Generation  |
| **Purpose of the post:** | Lead and maximise income generation activities across Severn Hospice’s Events, Community and corporate functions. Ensure an exceptional supporter journey, through the delivery of a strategic, ambitious, and robust fundraising plan working with colleagues from across Income Generation, Communications and the wider hospice. |

**Organisation Position**

Associate Director of Income Generation

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**Fundraising Manager**

#### Supporter Care &

#### Events Assistant

#### Events Fundraiser

Senior Community Fundraiser

Corporate Fundraiser

#### Community Fundraiser

**Key Responsibilities**

* Develop, implement and lead on fundraising strategies focussed on the main income areas of Community, Events and Corporate fundraising
* Lead, develop and effectively manage a multi-functional, high performing fundraising team, monitoring the operational activities of the team to ensure delivery, evaluation and learning
* Lead the annual fundraising planning process to produce effective budgets and strategies to achieve income targets across the range of revenue streams. Analyse income performance through a range of metrics, focussing on ROI to support the development and expansion of fundraising activity and new

Initiative

* Carry out wider research to identify and develop new fundraising campaigns and initiatives, keeping up to date with trends in fundraising
* Develop and nurture strong relationships and fundraising partnerships with key philanthropists and hospice supporters, to develop and grow these relationships, working with the Director and Associate Directors of Income Generation to grow donations and support
* Work with the Director of Finance and Information to develop cohesive information systems to ensure financial integrity and compliance with all relevant finance and sector regulations and standards
* Maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, in accordance with appropriate data protection legislation and regulation and the hospice's own data protection policies
* Working closely with the Head of Communications, the Communications and Fundraising teams, develop effective promotional campaigns for all fundraising activity using a multi-channel approach to increase engagement and support
* Work with the Director and Associate Directors of Income Generation and Head of Communications to support the development of a culture of fundraising at Severn Hospice, protecting and promoting our brand and its values
* Working closely with the Communications Team, research and scope new technologies and online advancements to grow funds raised through digital channels
* Work with the CRM Manager and Analyst to extract meaningful data that will enhance the supporter journey and increase income and awareness of Severn Hospice
* Work closely with members of your team and the wider Income Generation Team to maximise donations to Severn Hospice providing exceptional supporter journeys, allowing effective stewardship and engagement with supporters and maximising gift aid to ensure retention and support legacy giving
* Follow hospice procedures for incident/accident reporting, including escalation, learning and development. Take responsibility for identifying all risks associated with fundraising and to ensure robust plans and processes are in place to negate or mitigate risk.
* Act as a key ambassador internally and externally, representing and presenting at both internal and external event and key supporter meetings

**Education, Professional Development and Training**

* Take every reasonable opportunity for maintaining, developing and acquiring competencies and skills for self-development
* Participate in activities on behalf of Severn Hospice, developing networks with other organisations including other hospices, charities and the Hospice Income Generation Network
* Seek approval from Associate Director of Income Generation for training and conference attendance, by team and self, appropriate to development of the individual in improving their ability to deliver current best practise and meet all statutory requirements for their post within budgetary constraints
* Ensure that all team members complete mandatory training

**Human Resources**

* Lead those within line of management with a professional and impartial approach conveying the hospice ethos and highest welfare standards to deliver operational excellence
* Ensure effective systems are in place for the management of staff including regular performance reviews, annual appraisal and personal development planning, ensuring a high-quality service and achievement of annual work plan
* Undertake general human resources tasks conforming with Severn Hospice procedures and standard documentation, liaising with Human Resources on recruitment, selection, disciplinary or other contractual matters
* With the Head of HR ensure effective systems are in place for recruiting, managing and training volunteers
* Ensure team members are aware of all relevant legislation and engage and inform staff of all organisational and service developments, and ensure staff are fully integrated into the culture of the Hospice
* Undertake hospice wide investigations relating to HR Policies at request of HR and senior management and present findings and recommendations
* Where appropriate, promote and manage the use of volunteers to carry out designated tasks, motivating and engaging them through the provision of appropriate information, briefings and support

**Decisions, Judgement and Freedom to Act**

* Introduce, maintain and regularly update relevant policy and procedures, for subsequent approval by the Director and Associate Directors of Income Generation and relevant committee/Board
* Ensure all income is raised lawfully with particular regard to data protection legislation and ensure compliance with all relevant bodies including the Charity Commission, Fundraising Regulator, and the Gambling Commission, advising on all relevant changes
* Approve annual leave, record and manage sickness absences and authorise salary payment within budget
* Compare service/product providers negotiating terms and presenting contract terms for approval by the Director of Finance and Information

**Professional Conduct**

* Promote and incorporate equality and diversity in all aspects of the team’s operations and in the public domain
* As a senior member of the Income Generation directorate, participate as required at a corporate level

The above job description is a summary of the main responsibilities of the postholder, and not an exhaustive list of duties to be undertaken. The duties may be redefined in accordance with the demands of the service. Any redefinition will be subject to discussion between yourself and your manager and be within your level of competence

**Supplementary Information and Requirements**

All new Hospice employees are subject to a six-month probationary period

**Health and Safety**

In accordance with the Hospice’s Health & Safety Policy all employed persons while at work are required by Section 7 of the Health & Safety at Work Act to take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions

**Appraisal**

All employees are required to participate in the Hospice’s appraisal process (permanent contracts only).

*Last updated: May 2024*

**Person Specification**

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| **Qualifications / Training** | **Essential** | **Desirable** |
| **Level of education necessary****Professional and post basic qualifications****Specialised training required for post** | Academic or professional management qualification or evidence of relevant experienceIT LiterateReport writing and presentation skills | Degree or equivalent Advanced MS Office sillsProject planning skills |
| **Experience****Length, type and level of post related work****experience required (additional or alternative to qualifications above)** | Proven experience in Community, Events, Corporate fundraising Experience in managing and leading a team Experience in charity sectorProven track record in leading/managing teamsExperience of directly managing resources and delivering significant income and yearly growthExperience of IT systems and managing Data  | Experience of planning and executing new initiativesExperience of ThankQ databaseExperience of recruiting and managing volunteersAbility to complete and deliver projects |
| **Skills & Knowledge****Range and level of skills** **Depth and extent of knowledge required** | Financial and performance management skills- numerateEffective leader and good public speaker/ presenterExcellent approach to problem solving and managing changeAwareness of Health and Safety regulationsKnowledge of the Code of Fundraising Practice  | Experience of benchmarking performanceKnowledge of Gift Aid  |
| **Aptitudes & Attributes Required** | Highly effective leadership skills, good motivator Empathy with hospice movementExemplary people skillsSelf-aware- knows strengths and limitations and personal impact on others | Self-belief maintains a ‘can do’ attitudeProfessional approachOrganised and methodicalKnowledge of local areaEntrepreneurial approach |
| **Other Requirements** | Full driving licence and access to a vehicle Willing to work flexibly including occasional weekendsAware of own and others needs for continuing professional developmentWorking in partnership with other income generation departments |  |