

## Job Description

<b>Job title:</b>	Fundraising Manager
<b>Location:</b>	Coram's Fields, 93 Guilford Street, London, WC1N 1DN
<b>Salary:</b>	£38,000
<b>Annual Leave:</b>	26 days p/a (plus bank holidays)
<b>Reporting to:</b>	Chief Executive Officer
<b>Hours</b>	35hrs per week
<b>Contract:</b>	Permanent

### Role Summary

The Fundraising Manager is an integral part of the Charity's senior management team and is the principle fundraising resource for the charity, responsible for overseeing, with strong support from the CEO, the majority of the organisation's fundraising activity. Having increased considerably our Trust and Foundation support over recent years, the next three years will see an increased focus on the growth of our unrestricted income, through the development of our newly launched major giving programme, individual giving and corporate partnerships, whilst also ensuring the retention of, and the continued growth of support from Trusts, Foundations and other grant giving bodies.

### Main Responsibilities:

1. To work closely with the CEO to review the current fundraising strategy (ending in March 2020) and to develop and deliver the charity's fundraising strategy for the next three years.
2. To lead the expansion of Coram's Fields new major giving programme, the Patron's Circle, extending high net worth individual support through the programme and delivering an outstanding package of stewardship to Patrons.
3. To manage existing, and develop new corporate partnerships, identifying a range of informal and formal partnerships, capable of delivering strong financial returns alongside pro bono support.
4. To develop and maintain a comprehensive prospect database of trust/foundation, corporates and major donors, through the use of Sales Force.
5. To develop organisational and project specific cases for support and to submit new funding applications to potential trust and foundation supporters where there is a clear alignment with the work of Coram's Fields.
6. To provide the highest standard of stewardship to current trust and foundation supporters, ensuring that we meet our reporting obligations and develop strong, long-term funding relationships.

7. To work closely with the Operations Manager, to build on the success of our corporate volunteering model, developing the product offer to maximise financial returns, whilst delivering tangible benefits to our park, playground and in turn beneficiaries.
8. To roll out a new Coram's Fields individual giving programme, with the aim of growing and retaining low level supporters, thereby harnessing the goodwill felt by many of our users.
9. To analyse and interpret qualitative and quantitative information, utilising such information to demonstrate the full impact of the organisation's work to funders/investors/stakeholders.
10. To communicate project concepts and ideas to Trusts, Foundations, Corporates and other organisations through effective verbal and written proposals.
11. To seek and review feedback from funders and where appropriate, use that feedback to refine and improve applications and where appropriate, strategic plans.
12. To take the lead in working with members of the administration team and service heads, to develop Coram's Fields website and social media presence, raising the profile of the organisation's work through proactive stakeholder engagement and ensuring that our online presence supports our fundraising strategy.
13. To work with the CEO and Management Team to maximise fundraising through our existing events programme whilst also identifying new opportunities for event-based fundraising.

**Personal Development and Training:**

1. To attend regular supervision and appraisal sessions.
2. To undertake training and development as agreed with the line manager.

**Other Duties:**

1. To provide written and verbal reports to the CEO as requested.
2. To undertake any task that may be requested from time to time by the CEO or Board of Trustees, as may be consistent with the nature and scope of this post.

## Person Specification

	Essential	Desirable	Evidence
Qualifications	<p>Educated to degree level or equivalent</p> <p>Evidence of ongoing professional development</p>		Application
Experience	<p>Significant fundraising experience, including a minimum of 2 years' experience working in the field of fundraising at officer level or above.</p> <p>Experience of working with high net worth individuals, ideally as part of a structured programme of fundraising</p> <p>Experience of developing and nurturing funding relationships with corporate bodies.</p> <p>Experience of working with a range of Trusts, Foundations and non-statutory funders or demonstrable transferable skills and knowledge in this area.</p> <p>Experience of proposal and report writing</p> <p>Experience of effective relationship management in a multi-stakeholder environment</p> <p>Experience of delivering effective stewardship for a variety of stakeholder audiences</p>	<p>Experience of organising multi stakeholder events to promote the work of the organisation and nurture investment.</p> <p>Experience of working within a senior management team</p>	Application and interview
Skills	<p>Demonstrable ability to produce high quality, written applications to a variety of prospective supporters.</p> <p>Proven ability to maximise relationships with existing and</p>	<p>The ability to develop a range of marketing and communication materials to promote funding/investment opportunities and wider stakeholder engagement</p>	Application and interview

	<p>new supporters, building excellent relationships with external stakeholders through face to face communication, on the phone and in writing</p> <p>Excellent presentation and verbal communication skills, experience of articulating a case for support both in writing and verbally</p> <p>Organised and methodical approach to plan and deliver against a varied workload, managing competing priorities under your own initiative and to strict deadlines</p> <p>Ability to understand funder motivations and cultivate a bespoke relationship with them.</p> <p>Excellent research skills</p> <p>Ability to work as part of a team and independently</p>	(including online resources)	
	<p>Demonstrable knowledge of the funding landscape and the challenges faced by small-medium sized community-based charities.</p> <p>Energy, enthusiasm, tenacity and initiative.</p> <p>A commitment to the work of the organisation and a demonstrable understanding of the value that our work brings to local families.</p> <p>A strong desire to learn and develop.</p> <p>A commitment to inclusion and anti-discriminatory practice</p>	<p>Knowledge of policy and government initiatives relating to organisations working with children and young people</p> <p>Some understanding of the barriers facing young people in situations of deprivation and a commitment to reducing or removing those barriers.</p>	Application and interview