

## Job Description

<b>Job title:</b>	Fundraising Manager
<b>Location:</b>	Coram's Fields, 93 Guilford Street, London, WC1N 1DN
<b>Salary:</b>	£36,000-£38,000 (subject to experience)
<b>Benefits:</b>	26 days annual leave (plus bank holidays), defined contribution pension scheme, tax free childcare scheme
<b>Reporting to:</b>	Chief Executive Officer
<b>Hours:</b>	35hrs per week (some working from home may be considered but the majority of this role will be based on site)
<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 support from the CEO, most of the organisation's fundraising activity.

The impact of COVID-19 has meant that the last two years has been focussed on our short to medium term recovery. Our most successful public fundraising campaign to date and strong support from trusts, foundations and grant giving bodies, have ensured continuation of our vital community services, whilst securing essential unrestricted support for the charity.

As we emerge from the pandemic, much of the focus over the next few years will be on growing our unrestricted fundraising. Trust and Foundations will remain a key income source for the charity however, the development and expansion of our new corporate fundraising scheme and growth of our regular giving and major donor programmes will be key as we seek to complete our recovery from the pandemic and build a more sustainable future.

### Main Responsibilities:

1. To work closely with the CEO to review and update the organisation's fundraising strategy and to be responsible for implementing the strategy over the next three years.
2. To build on the early success of our new corporate partnerships programme, Connecting Futures, growing the programme's membership base and working with existing members to increase the impact of their partnerships through fundraising, volunteering and pro bono support.
3. To lead the expansion of Coram's Fields 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.
4. To develop and maintain a comprehensive prospect database of trusts/foundations, corporates and major donors, through the use of our CRM system, Beacon.

5. To develop and fully integrate the use of Beacon across the organisation, so that all engagement with supporters is captured, ensuring effective communication and stewardship of supporter relationships.
6. To provide the highest standard of stewardship to current trust, foundation and grant supporters, ensuring that we meet our reporting obligations and develop strong, long-term funding relationships.
7. To develop organisational and project specific cases for support and to submit funding applications to trusts, foundations and grant giving bodies, where there is a clear alignment with the work of Coram's Fields.
8. To work closely with the Operations Manager, to build on the success of our corporate volunteering model, including through the involvement of Connecting Futures partners, maximising financial returns, whilst delivering tangible benefits to our park, playground and in turn beneficiaries.
9. To continue to build individual and regular giving support, through the delivery of a programme of annual campaigns and effective stewardship, harnessing the goodwill felt by many of our users.
10. 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.
11. To communicate project concepts and ideas to Trusts, Foundations, Corporates and other organisations through effective verbal and written proposals.
12. To seek and review feedback from funders and supporters and where appropriate, use that feedback to refine and improve funding applications and supporter experiences and where appropriate, strategic plans.
13. To lead, with support of the CEO, the charity's marketing and communication plans. 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.
14. 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	Evidence of ongoing professional development within the areas relevant to the role.		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 developing and building corporate partnerships and demonstrable experience of cultivating corporate relationships as part of a corporate fundraising programme.</p> <p>Experience of developing and delivering an individual giving strategy including working with high-net-worth individuals.</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 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 utilising a range of marketing and communication tools, to promote the work of a charity, engage supporters and increase stakeholder support.</p>	<p>Experience of running campaigns and events as part of a programme to grow individual and regular giving support.</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

<p>Skills</p>	<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 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>		<p>Application and interview</p>
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<p>Knowledge/attributes</p>	<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 an 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>	<p>Application and interview</p>
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