

# **SUP1901: FUNDRAISING MANAGER**

## **G7 Full Time**

### **JOB DESCRIPTION AND PERSON SPECIFICATION**

#### **Principal Duties**

**To undertake the specific and generic principal duties and role requirements of a Fundraising Manager as set below, in particular to:**

- Work closely with the Chief Executive to implement a fundraising strategy to maximize income from all sources (Major Donors, Individuals, Charitable Trusts and Foundations and Companies).
- To raise a minimum of £300k unrestricted/restricted core per annum from Charitable Trusts and Foundations.
- Work with the Fundraising Administrator to develop the annual fundraising programme to individuals.
- Ensure ORC's compliance with relevant Fundraising, Data Protection and other regulations, in liaison with relevant staff and Trustees

#### **Specific responsibilities**

##### **Develop new and maintain existing donor relationships**

- Lead funding bids to existing or past Charitable Trusts and Foundations donors or supporters.
- Identify and lead funding bids to new Charitable Trusts and Foundations.
- Produce high quality written proposals and make verbal presentations as appropriate to secure funding.
- Work with the Fundraising Administrator to develop and implement the annual programme (mail/electronic as appropriate) to maximize income from all existing individuals on the donor database.
- Raise income to meet agreed targets.
- Actively drive new business, working closely with the Chief Executive to identify and evaluate new prospects utilizing ORC's networks and the annual programme of events.
- Work with the Fundraising Team and Communications Officer to ensure ORC's social media supports fundraising.
- Represent ORC with prospective donors where the occasion demands.
- Create and maintain a stewardship programme to consolidate relationships.
- Support the Chief Executive in the development of potential new corporate/major donor fundraising opportunities as required.

##### **Strategic**

- Develop sufficient knowledge and understanding of the Charity's work, values and ethos so as to be able to support its communication, particularly to donor and general public audiences.
- Develop accurate fundraising budgets and operational plans to deliver the Fundraising Strategy as part of the organisation's business planning process.
- Contribute an understanding of relevant data protection issues and other fundraising regulation issues to ensure compliance with the General Data Protection Regulation (GDPR).

##### **Project Identification, Development and Monitoring**

- Work closely with colleagues to identify potential new projects suitable for fundraising.

- Work in partnership to develop these, ensuring they are packaged and presented in ways that will optimize funding opportunities, with specific responsibility for creating copy and content.
- Work with Senior Management Team and Research Team Leaders to maintain an information bank of projects available for fundraising including budgets, project outlines and timescales.
- Support project staff in the production of regular monitoring reports on projects funded by donors.

### **Administration**

- Manage a dynamic workload and respond to competing priorities.
- Work closely with the Head of Finance & Resources and the Finance Officer to ensure all income raised is restricted appropriately and dealt with efficiently and effectively.
- Provide regular activity and income updates to the Senior Management Team and Trustees.
- Maintain accurate records both on paper and through the Donorfy database.

### **Generic Principal Duties**

- Attend staff and other meetings as requested.
- Keep up to date with best practice in fundraising.
- Comply with relevant legislation.
- Any other duties that may be allocated by the CEO, including responsibilities not listed above that may be allocated in the Annual Business Plan and/or agreed.

## PERSON SPECIFICATION

Attribute	Essential	Desirable	How identified/ assessed*
<b>Qualifications</b>			
Educated to degree level or equivalent experience	X		AP
Relevant fundraising qualifications		X	AP
<b>Experience</b>			
Previously worked in a senior fundraising role, with demonstrable experience of securing high value gifts	X		AP/I/R
Track record of building successful relationships with charitable trusts and foundations.	X		AP/AS/I/P/R
Experience of writing compelling applications and fundraising approaches to charitable trusts and foundations and individuals	X		AP/AS/I/P/R
Knowledge and understanding of using Donorfy or another CRM database		X	AP/AS/I/P/R
Familiarity with recent developments in fundraising and data protection regulation	x		AP/I/R
<b>Skills</b>			
Be comfortable making the ask	X		AP/I/R
Good communication skills both written and oral, in a variety of styles	X		AP/AS/I/R
Ability to modify behaviour and writing styles to adapt to the individual audiences we communicate with, both in written and face to face communications	X		AP/I/P/R
Confidence to connect the supporter to the cause and encourage them to donate	X		AP/I/P/R
Able to understand and communicate information about our work in a compelling, honest and transparent way	X		AP/I/P
Excellent organisational, project management and database skills	X		AP/I
<b>Personal qualities</b>			
Self-motivated	X		AP/AS/I/P/R
Creative and lateral thinker able to develop new opportunities	X		AP/AS/I/P/R
Independent and able to work alone and as part of a team	X		AP/I/R
Able to effectively plan and prioritise a complex and varied workload, work under pressure and to deadlines whilst maintaining positive relationships	X		AP/I/P/R
Enthusiastic and flexible	X		AP/AS/I/P/R
Interest in organic food and farming, food systems, agroecology and the environment (training available)		X	AP/I
Able to contribute to the wider activities undertaken by ORC		X	AP/I
<b>Additional requirements</b>			
Clean full driving licence.	X		AP/I
Willingness and ability to travel where and when needed in the UK and other parts of Europe	X		AP/I/R
Willingness to work additional hours at peak times	X		AP/I

\*AP = Application; AS = Assessment; I = Interview; P = Presentation; R = References