# Role Description: Fundraising Manager

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| **REPORTS TO:** | Executive Director |
| **DIRECT REPORTS:** | Finance Co-ordinator |
| **SALARY/CONTRACT TYPE** | Salary band – £37,447 - £42,750. Successful candidate will normally start at lowest band, increasing with progression of role and length of service. Permanent |
| **HOURS OF WORK:** | 21 hours per week |
| **LOCATION** | Hybrid, with some visits to the MADE4U Centre necessary to fulfil the role to its fullest. We are a flexible employer - the location of the postholder is flexible and can include home working. Some evening and weekend work required, to attend fundraising events in the community or to attend meetings. |

## ORGANISATIONAL SUMMARY

MADE4U is a vibrant community organisation in the ML2 area of North Lanarkshire, founded through the collective action and community compassion of a number of local churches, in 2006.

Our vision is to see a community free of isolation, self-worth and lack of opportunity for change. Together, we see a community full of connection, of confidence, and ready for change. Motivated by our belief in God’s love for us, it is our mission to work in the ML2 area to see people encouraged, empowered and engaged, making a real difference that matters. Our main charitable aims are reduction of poverty and distress in the community in which we work, and to increase the health and wellbeing of those in the area, through community development, education, support and recreational activities.

Central to our work are our Five values: Believing in Difference, Acceptance, Refuge, Hope and Love.

We work through three departments:

**Wellbeing:** We provide over 18 different activities including befriending calls, emergency food, Community cafes, men’s group activities, fuel referrals and support and a benefit/money advice service.

**Kids:** We deliver work including awards, active play, family activities, holiday hunger clubs, Christmas and back-to-school-provision work, and aim to support the whole family.

**Youth:** We operate youth drop-ins, volunteering and employability work, schools engagement and wrap around support for young people and their families.

If you want to read more about these values and our work, our most recent annual report can be found on our website ([http://made4uinml2.com/about-us/annualreports](http://made4uinml2.com/about-us/annualreports/))

# Fundraising Manager - Role Overview

This post is a key position within MADE4U and will work closely as part of the Senior Management Team to develop and implement strategies for income generation which contribute to the ongoing sustainability of the organisation and allow it to pursue its vision. Our charity has seen significant growth in the last three years, and the post will suit someone who can think creatively and put in place new processes and procedures to both sustain and grow the level of funding now required.

The post holder will lead on fundraising activity across a range of income streams, most importantly, grants and trusts. However, there is scope for individual giving and major donors work to play a key part in the role. The wider organisation utilises community fundraising and corporate partnerships throughout our work, and we would welcome input depending on the post-holder’s interests and expertise, subject to development of the role and function within the organisation. The post holder will be a self-starter with a passion for putting in place essential elements like CRMs, scoping, processing, and developing and implementing a Fundraising Strategy across the organisation, alongside other key stakeholders like the CEO and Board of Directors.

The post holder will be required to develop creative, compelling communications and fundraising propositions for a range of audiences, supported by the operations and delivery team. They will also be expected to engage audiences with bids and proposals, make successful presentations and pitches, and organise cultivation and stewardship events.

The post holder will also carry out research and analysis to inform the development and implementation of a fundraising pipeline, for both project funding and unrestricted income, to support medium and long-term planning, and advise the Senior Management Team on long term income potential.

We are looking for someone who is keen to work with volunteers and junior team members alike, alongside the executive team, to raise awareness, understanding and participation in fundraising processes.

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# Fundraising Manager - Job Description

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## Leadership

* Work closely as part of the Senior Management Team to develop and implement strategies for income generation which contribute to the ongoing sustainability of the organisation and allow it to pursue its vision.
* Manage and motivate a diverse team of staff and volunteers with an array of talents and responsibilities.
* Ensure timely management decisions are made for the benefit of the team and organisation, as per delegated authority, being consistent and reliable to your team and peers.
* Ensure goal setting, workplans and individual reporting requirements are established with each staff member, and these are aligned with organisational objectives and plans
* Ensure staff and volunteers have the information and skills to deliver on their roles, enabling training and development on ongoing basis and as needed.
* Ensure all work and people involved, meet the Health and Safety, Data Protection, Fundraising Regulations and any other requirements or standards set by law, best practice, or our organisation.
* Ensure staff and volunteers behaviour aligns with the organisation’s values, encouraging teamwork and cross team collaboration, recognising contributions, and addressing issues as they arise.
* Support organisational governance through membership programme development and management.

## Development of Funding and Fundraising Procedures

* Develop and oversee the implementation of the Individual Giving Programme, ensuring high quality donor care and the achievement of agreed targets throughout the organisation
* Manage the development of a major donor portfolio, ensuring successful engagement of high-level individual donors, securing major gifts
* Assist with knowledge and expertise to allow the wider team to pursue and develop corporate partnerships to the best of their ability.
* Plan and manage the delivery of yearly major fundraising appeals and campaigns, including utilising a scoping list, building relationships with potential funders and Grantmakers, etc.
* Ensure team understand the importance of fundraising procedures within an organisation like MADE4U, and can contribute well, providing project reports, statistics, and case studies.

## Financial

* Manage budgets for each portfolio in line with objectives and KPI/OKRs, reporting monthly
* Support the implementation and use of CRMs, including Grants, Trusts, Donors and Prospects and Memberships

## Other duties

* Develop skills and undertake responsibilities which will fulfil the purpose of the role and support the success of the organisation
* Work with the team and other colleagues who support communications and marketing activities to ensure that we have developed strong and compelling case for support, fundraising content, and materials for a wide range of audiences and fundraising initiatives.
* Participate in and contribute to internal and external meetings
* Provide reports for the board and management as required
* Ensure that work is carried out in accordance with MADE4U’s values, equality aims, policies and procedures.

## This job description is intended to include the broad range of responsibilities and requirements of the post. It is neither exhaustive nor exclusive but while some variations will be expected, these will be at an appropriate level for the role.

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# Fundraising Manager - Person Specification

## Skills and Knowledge Required

* Experience of managing relevant fundraising portfolio and experience of working with fundraising databases particularly with a key focus on grants and trusts.
* Demonstrable substantial experience of proactively identifying fundraising opportunities within trusts and grants and delivering growth either through a community, major giving, or corporate background. (Essential)
* Experience of managing a diverse team, including setting objectives and monitoring progress.
* Demonstrable experience of developing and managing corporate partnerships and member relationships.
* Ability to demonstrate business judgment and a thorough understanding of corporate fundraising techniques.
* Demonstrable experience of drawing up contracts and partnership agreements and managing high value relationships with donors with a track record of success across individual donors, trusts and corporate partners, building up a network of contacts. You will have experience of managing complex grants and trust funding and applications.
* Experience of organising and running successful events/campaigns.
* A good understanding of the wider funding environment and changing trends in the charity sector.
* Excellent written and verbal communication skills, with a keen attention to detail.

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## Qualifications Required

* *While we would welcome the knowledge gathered through relevant qualifications, we are just as interested in relevant work experience.*
* *Demonstrable continuing professional development in relevant areas*

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