



Job description

Post Title: Senior Fundraising Manager
(Maternity Cover- Fixed Term contract 1 year)

Responsible To: Head of Fundraising

Accountable To: Director of Income Generation, Media & Marketing

Overall Purpose of the Role

- To effectively lead and manage St Luke's Community & In Memory Fundraising income-supporting and leading the team in rebuilding and growing these specific income streams.
- To effectively lead and manage the Fundraising team focussing specifically on supporter retention and relationship fundraising, with direct report responsibility, to achieve KPI's, objectives and net income.
- Raise income from and build long-term relationships within the local community and through the facilitation of volunteer led fundraising to achieve agreed annual income targets.
- This role is responsible for building strong working relationships to ensure objectives are achieved effectively across the Retail and Fundraising Team.
- Use relationship fundraising to drive a sense of ownership of St Luke's out into the wider community by supporting and facilitating the team to raise awareness and income.

Key Responsibilities

1. Community & In Memory Fundraising Income

- 1.1 Contribute to the annual business planning for the fundraising department by supporting the team in producing a detailed plan of activity including budgeting and forecasting income for community and in memory fundraising.
- 1.2 Demonstrate strategic thinking and utilise resources to grow and maximise net income in the community and in memory income streams, developing business cases for new areas of investment or opportunity, and improving and refining our existing programmes to help deliver more for St Luke's.
- 1.3 Develop cultivation plans for our supporters to ensure standard approach to maximise relationship and repeat fundraising/donations.
- 1.4 Research and develop new products/campaigns for our supporters to ensure St Luke's are continually diversifying income offerings and up to date on current sector trends.

- 1.5 Work closely alongside the Data and Supporter Experience Manager, Marketing Manager and Senior Fundraising Manager- Corporate and Major Donor, on collaborative fundraising projects and campaigns.
- 1.6 Lead on income specific projects effectively, following all internal and external processes.
- 1.7 Work with Data and Supporter Experience Manager to implement strong supporter journeys for In Memory & Community Supporters to ensure sustainable income for St Luke's.
- 1.8 Support the Head of Fundraising with research into prospecting and cultivating new supporters- such as potential in memory major donors and potential Trusts & Grant-making bodies.

2. Key Account Management

- 2.1 Support and work with high level prospect individuals and groups by offering bespoke supporter care and ensuring fundraising activities and brand awareness is maximised.
- 2.2 Research and identify individuals with large influential networks who can act as ambassadors to proactively raise income and awareness in the city.
- 2.3 Deliver excellent supporter care and ensure that as a team, you are maintaining accurate and thorough records of research, contacts, relationships and activities ensuring accurate and high quality standards and best practice are maintained.

3. Line Manager Responsibilities

- 3.1 Line manage team members, supporting each team member to meet their objectives and deliver excellent supporter care for our fundraisers. Ensuring clear career development pathways for each team member.
- 3.2 Conduct monthly one to ones with line reports. Ensuring SMART objectives are in place and team members are in agreement regarding their responsibilities in achieving the income streams objectives.
- 3.3 In line with Hospice policy, conduct yearly appraisals (PDR's) on team members ensuring that procedures are adhered to.
- 3.4 Deal with basic HR tasks, i.e. sickness reporting, holiday and Toil requests etc.
- 3.5 Deliver monthly reports to the Fundraising Team, summarising the team's progress against financial and non-financial KPIs. Support the Head of Fundraising on the delivery of Board Reports as needed.

4. Contribution to the Income, Media and Marketing Directorate

- 4.1 Represent the Fundraising Team at staff training sessions as and when required for instance, induction and mandatory training.
- 4.2 Act as the point of contact for fundraising information and activity, for internal and external stakeholders. Also, act as the point of contact for fundraising information for any special projects such as the Master Cutlers' Challenge.
- 4.3 Expectation to provide support at fundraising events outside of normal office hours. This may include those such as the 10k and Christmas collections and those of the organisation (Night Strider, Festival of Light).
- 4.4 Working in conjunction with the Marketing and the Communications Team to ensure that media coverage of community supporters and their activities are maximised and measured accordingly
- 4.5 In consultation with the Marketing & Communications and Fundraising teams, develop marketing and promotional materials, fundraising products and communication channels (including social media) to support the development of new fundraising relationships.
- 4.6 Maximise all opportunities to promote activities and raise income by working closely with all team members and adopting an integrated approach to fundraising.
- 4.7 Champion cross departmental working between fundraising and clinical to ensure bereaved families and patients are empowered and aware of how they can support St Luke's.
- 4.8 Represent St Luke's at public events and activities.

5. Fundraising Systems & Processes

- 5.1 Maintain detailed records of fundraising activities by organisations, and ensure accurate reporting and effective evaluation of their activities.
- 5.2 Provide information to develop knowledge and understanding of community fundraising with relevant staff across the organisation.
- 5.3 Maintain awareness of other charity initiatives both locally and nationally that may influence St Luke's corporate fundraising activity.
- 5.4 Maintain compliance with all current and relevant legislation in relation to community fundraising.

6. General

All St Luke's employees are required to:

- 7.1 Abide by the Health & Safety at Work Act.
- 7.2 Attend mandatory training annually.
- 7.3 Respect confidentiality applying to all Hospice areas.

- 7.4 Work within Hospice policies and procedures.
- 7.5 Comply with the Hospice no smoking policy.
- 7.6 Participate in and contribute to team meetings.
- 7.7 Co-operate and liaise with departmental colleagues.
- 7.8 Must have a Full, UK driving licence with access to a vehicle.

All St Luke's employees are expected to:

- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence.
- Work evening/weekends as required by the business with TOIL offered.
- Support and encourage harmonious internal and external working relationships.
- Make a positive contribution to fundraising and raising the profile of the Hospice.

This Job Description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.