

Job Description - Fundraising Manager

Contract: 30 hours per week
Salary: £35k pro rata
Reports to: Chief Executive
Location: Bottisham, Cambridge

Closing date: 9th September 2022

Please send a covering letter and CV to recruitment@petalscharity.org. Applications will be reviewed on receipt and interviews offered if successful.

Primary job purpose:

The Fundraising Manager is accountable for ALL voluntary income raised to support Petals' vital work of providing specialist counselling to those who have experienced pregnancy or baby loss. The role will, therefore, lead, shape, and implement the charity's fundraising strategy, in order to deliver sustainable income streams and ensure sufficient growth to support the national expansion of the charity.

Duties & Responsibilities:

Income Strategy Development

- Work with the CEO and the Partnerships Manager to develop sustainable and predictable income from a balanced range of sources for the charity.

Supporter Journey and Fundraising Proposition Development & Management

- Work with the whole Petals team to design, plan, test and roll-out a set of journeys for Petals clients, their families and friends, or other supporters, donors, and volunteers.
- Build a community of committed supporters and advocates from the solid foundations of our challenge events portfolio.
- Test a wide range of fundraising propositions to learn how to inspire our supporters to achieve their fundraising goals, whilst also supporting Petals' ambitions for impact and income growth.
- Explore and recommend a shortlist of potential development products based on solid insight and sound business cases.

Duties & Responsibilities:

Budget Management

- Writing annual budget
- Monthly tracking of income reporting against budget to monitor progress

Reporting

- Producing, submitting, and managing all communications with funders within the agreed timeframe including regular reports.
- Working collaboratively with other Petals team members to produce necessary communications and reports as appropriate.

Campaign Planning and Management

- Depending on agreed propositions, create and oversee fundraising campaigns including Christmas appeal and possible others.
- Identify platform for campaign management.

Donor Recruitment and Retention

- As part of the above, be accountable for setting and hitting targets for recruitment, retention, and lifetime value/ ROI of new and existing supporters (spread across community/ challenge events, regular giving and high value portfolios).

Fundraising Operations Management

- Hold responsibility for training, updating and the efficient operation of our CRM Donorfy.
- Oversee the Fundraising & Communications Assistant and Office Manager in undertaking a broad range of fundraising support tasks, including undertaking the tasks directly where necessary.

Personal Specification - Skills & Experience

Essential

- Creative and strategic approach to 'testing and learning' new income generation propositions, alongside a strong operational ability to maintain current products/ income streams
- Strong organisation and project management skills
- Strong passion for delivering exceptional supporter experiences for participants
- Fundraising experience, with at least an awareness of challenge event management.
- Ability to accurately budget, forecast and report on financial matters.
- Confident in using social media platforms.
- Ability to work under pressure and deliver outcomes to tight deadlines.
- Strong IT skills (Microsoft Office and databases).
- Ability to work on own initiative as well as a key member of a team.
- Flexible and proactive approach and attitude.
- Enthusiasm and drive to make things happen.
- Ability to work occasionally outside of normal office working hours.
- Supportive of a small but fast paced team.

Desirable

- Knowledge and understanding of the baby loss charity sector and related issues.
- Experience of using social media and digital communication tools for fundraising purposes.
- Understanding of fundraising platforms such as JustGiving, Enthuse.
- Experience of using a CRM system such as Donorfy.
- Knowledge of GDPR and PERC regulations.

We want our organisation to have different voices within it, and to reflect the range of communities from which our clients come. We welcome applications from everyone irrespective of sex, sexual orientation, gender identity, ethnicity, faith and religion, disability and age, but, as ethnic minority groups and members of the LGBTQ community are currently under-represented across the organisation, we would particularly encourage applications from members of these.

Appointment will be based on merit alone.