



Job title: Fundraising Manager

Reports to: Chief Executive

Location: Bottisham, Cambridge

Salary: £30,000 pro rata (22.5 hours/week)

Closing date: April 5th 2019 – please send a covering letter and CV to karen@petalscharity.org (**Subject line:** FAO Karen Burgess, Job application Fundraiser)

Primary job purpose

To lead, design and implement Petals' new fundraising strategy, in order to establish sustainable income streams and to ensure sufficient growth to support the national expansion of the charity.

Duties & Responsibilities

Strategy

- Work closely with the Chief Executive and other relevant staff to develop a fundraising strategy for the charity.
- Audit our existing fundraising portfolio and make recommendations for improvement.
- Research new funding streams and make recommendations as part of strategy development process.

Donor Development

- Establish a thorough understanding of who our supporters and donors are, what motivates them and how best to communicate with them.
- Formalise and build our supporter base onto a CRM.
- Work closely with our Communications Manager to establish regular communication with our donors and supporters, including thank yous and appeals.

Income Generation

- Manage all fundraising activities for the charity, including those organised by our supporters, and events.
- Implement our new fundraising strategy, in close collaboration with all other staff.
- Write bespoke proposals, applications and fundraising materials aimed at charitable trusts and foundations, donors, prospective donors and companies.
- Prepare regular fundraising updates for the CEO and Board of Trustees on progress against fundraising strategies and targets.
- Accurately maintain and manage a database of prospects and supporters ensuring compliance with all data protection legislation, regulations and best practice.

- Participate in any training and development activities to maintain own development or to enhance competence within job role.
- Be an ambassador for Petals, promoting the vision, aims and objectives of charity with all external contacts.
- Attending Petals events and maximising our fundraising potential on each occasion.
- Work closely with our Communications Manager to ensure that our digital channels are fit for purpose in the context of income generation.

Line Management

- Line manage one member of part-time staff

Skills & Experience

Essential

- Educated to degree level or equivalent, or the ability to demonstrate competence through experience.
- Demonstrable experience of successful fundraising in the UK charity sector (ideally linked to health, but not essential).
- Experience of working to, and meeting, fundraising targets.
- Experience designing and implementing fundraising strategies in the charity sector.
- Broad experience across multiple fundraising disciplines.
- Experience of proactively researching and engaging current and prospective funders.
- Evidence of successfully securing funding from grant making bodies and statutory funding sources such as the NHS.
- Knowledge of best practice in fundraising and of current trends in philanthropy.
- Event management experience.
- Ability to write compelling and persuasive fundraising proposals.
- Ability to accurately budget, forecast and report on financial matters.
- Outstanding communication skills and the ability to tailor written and verbal content and style to a range of audiences.
- 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

- Professional fundraising qualification.
- Knowledge and understanding of the baby loss charity sector and related issues.
- Experience of working in a national charity that has experienced rapid growth.
- Experience of engaging with NHS funding bodies/commissioners
- Experience of using social media and digital communication tools for fundraising purposes.