

Fundraising Manager

Job Description

Job Title	Fundraising Manager
Location	Twickenham
Responsible to	Impact and Communications Manager
Hours of Work	10 hours a week, flexible working.
Salary	£7,800 p.a. [£29,250 p.a. (FTE)]

Background

Embracing Age is a Christian charity set up in 2015 in the London Borough of Richmond to tackle the loneliness and isolation of care home residents. Research shows they are twice as likely to feel severely lonely as older people living at home. We're working towards a world where older people are valued, connected and full of hope, by combatting loneliness, mobilising volunteers, equipping churches and speaking out.

In the last 7 years Embracing Age has grown and expanded to other locations, including the Isle of Wight. We have received a steady stream of grant funding and are now looking to develop our individual giving programme.

Main purpose of job

The Fundraising Manager will manage and develop our individual giving programme, building long lasting relationships with donors through good stewardship. There is scope to develop the role to include in memoriam, legacy and major donor giving.

Main Duties and Responsibilities

1. Individual Giver Stewardship

- Be the first point of contact and build key relationships with supporters, providing excellent donor care.
- Thank supporters for their loyalty, demonstrating the value of a donor's support through tailored and impactful communications to deepen their engagement to our cause.
- Identify unique ways and opportunities to thank and delight our supporters.
- Maintain accurate records on the CRM database (we use Insightly and training will be provided)

- Organise and deliver the stewardship activity for the individual givers, including regular in person communication, as well as organising and attending stewardship events.
- Maintaining accurate Gift Aid records

2. Individual Giver Acquisition

- Develop and implement digital campaigns to acquire new donors, including social media activity, email activity and website conversion pages.
- Make proactive approaches, using direct marketing communication tools and telephone calls to secure support.
- Write and disseminate donor communications, including appeals, e-newsletters, and relevant website fundraising pages.
- Develop new messaging, offers and activities to acquire and retain new supporters

3. General

- Work closely with the Volunteer Co-ordinator, to recruit, motivate, and retain volunteers to support your work,
- Be the internal spokesperson, to secure support from internal stakeholders to promote the value of regular giving, legacies, and one-off appeals.
- Plan and manage multiple online and offline projects from start to finish, keeping activity on schedule and within budget
- Build strong relationships internally and externally and ensure all work is well communicated
- Develop and update all process documents for all activity as necessary
- Analyse effectiveness of campaigns to inform future strategy
- Keep up to date with current legislation relevant to role, and issues affecting the fundraising sector, to ensure our activities are compliant.
- Support colleagues and other teams as needed, including participating in zoom team meetings. Prayer is an important aspect of our team meetings.
- Participate, engage in and support organisational meetings and internal and external events as required.
- Maintain and improve professional competence by attending training courses, etc.

This is a new role and the outline above does not represent a full list of tasks that the post holder will be expected to perform. Also it is recognised that the duties of all posts are subject to change from time to time. Alterations to duties and responsibilities and performance of similar tasks within the scope of and at the same level will be expected.

The post holder will be expected to carry out their duties within the Christian ethos of Embracing Age. Three months probationary period.

Who you are

You will demonstrate the following essential criteria for this role:

Competency

- Excellent verbal and written communication skills
- Planning and evaluation skills
- Confidence in engaging with donors via telephone, email and post for fundraising asks and donor stewardship
- Creative thinking
- Confidence in using social media platforms, particularly Facebook, Twitter and Instagram
- At least two years' experience in a fundraising, marketing or sales role (paid or voluntary) with a positive track record for generating income and experience of undertaking individual giving fundraising.
- Previous use of CRM databases
- Knowledge of the Code of Fundraising Practice and its application to individual giving
- An awareness of how GDPR impacts donor relationships
- Solid understanding of delivering excellent customer service (internally and externally)
- Excellent attention to detail, ensuring accuracy when reviewing, amending and analysing data
- Strong organisational and administrative skills including IT (Microsoft Office, Google documents etc).
- A strong mix of task and people skills
- Ability to work independently and remotely, as well as part of a team.
- Ability to influence and communicate to a wide range of people in an inspirational way
- Outward-looking and responsive to new opportunities
- Ability to network and build strategic relationships
- Good understanding of church organisations and confident in liaising with them.
- Ability to create inspiring digital content.

Character

- Ability work effectively under pressure, managing multiple projects to meet deadlines
- Responsible and mature outlook
- Resilient under pressure and when facing challenges
- Emotional intelligence, discretion, integrity – ability to build confidence and trust
- A positive and professional approach, both internally and externally
- Passionate about the cause, willing to give 100%.
- Aligned to the Christian values of Embracing Age
- Willingness to work flexibly