

# Information Pack

## Community Fundraising Manager

£29,500 to £33,500 per annum  
Full Time, 35 hours per week  
Permanent  
Flexible working in the UK



## Our values

We work to protect our ocean, and all that depends on it, the wildlife, the people, and now, our planet. We are looking for people who demonstrate our values, but who also contribute their own perspectives and experiences to add to our knowledge and our culture.

- We are brave
- We are positive
- We have integrity
- We are a community
- We are credible
- We are solutions focused

## The opportunity

You will generate and grow our income through community fundraising activities. As our lead community fundraiser, you will plan and deliver a diverse portfolio of fundraising activities to engage people with our work. You will support a team to develop innovative fundraising products, grow our supporter base and provide exceptional supporter stewardship.

## What it's like to join our team:

Our team are passionate advocates for our ocean and how it can support our climate. Our watercooler chats are like no other. We've also got other ways to value your contribution:

- Annual leave starting at 25 days a year, plus Bank Holidays, and increasing with service (we also close between Christmas and New Year as extra time off)
- 6% employer contributions to our stakeholder pension scheme
- Sick pay at full-pay for 8 weeks, then 8 weeks at half-pay (after probation ends)
- Great work life balance through flexible and in many cases, remote working
- Support for your health and wellbeing with a programme of activities plus an employee assistance programme for you and the people who live with you
- A paid day for you to volunteer to support another charity of your choice
- Cycle-to-work scheme to help you buy a bike

## Celebrating difference

We know that at present the environmental and charity sectors do not reflect the true diversity of our communities. We recognise the role we must play in changing this. As an organisation, we are actively taking steps to play our part and you'll be warmly welcomed into our EDI working group (if you'd like to join!) which is shaping how we operate internally and externally.

We value who you are as a unique individual, and we encourage you to contribute your thoughts and experiences to help us grow as an organisation. We are an organisation that celebrates difference and so we welcome applications from all walks of life for all of our roles. If you have any queries surrounding role requirements or special adjustments, please don't hesitate to get in touch with us at [hr@mcsuk.org](mailto:hr@mcsuk.org).

## Ready to dive in?

We understand that the application process can be difficult if you have a condition or disability that you are living with. We want to make it as easy as possible for you to shine during your application process, so please let us know what we can do to accommodate you. Read on through this pack – there's lots more detail on the role and what to put in your application.

# Community Fundraising Manager

## Main duties

### Income generation

- Responsible for supporting the development of a 3-year community fundraising income strategy to grow income from a modest base of £125k per year to circa £275k per year.
- Lead in implementing the operational plan for community fundraising income.
- Lead the planning, development and delivery of new community fundraising products, campaigns and events that will resonate with stakeholders including members, donors and volunteers to fundraise.
- Work collaboratively with Comms, Marketing & Digital teams to develop and drive forward promotion of community fundraising to reach existing and new audiences, including developing content for social channels, e-comms, webpages and fundraising packs.
- Lead on establishing a network of community fundraisers, building relationships with community fundraising 'champions', and providing excellent supporter care and timely communication.
- Evaluate community fundraising projects regularly and make changes when necessary.

### Leadership, management and collaboration

- To lead the community fundraising programme in line with Marine Conservation Society values and organisational culture.
- Contribute to fundraising cross-team planning and strategy development.
- Line management of 2 part-time Community Fundraising support roles with responsibility for operational delivery of their fundraising plans and performance management including, 1-2-1 meetings, appraisals, day-day performance management against KPI's, motivation and objective setting.
- Build collaborative relationships with peers across the charity.

### Governance & reporting

- Manage the overall budget for community fundraising, including monitoring of income and expenditure against budget.
- Setting, measuring, and reporting against agreed KPIs
- Ensure the Community Fundraising team are accurately recording the receipt of donations and gifts received from supporters.
- Ensure accurate financial and CRM supporter records are maintained and accessible.
- Ensure all relationships comply with relevant charity law, GDPR requirements and the charity's Ethical Fundraising Policy.
- Work with our Data Manager, Head of Marketing, and the Fundraising team to ensure the CRM database holds key, relevant profile information on supporters.
- Attend department and organisational meetings reporting on team related matters as required and cascading organisational priorities as appropriate.

### General duties

Required to travel to external meetings and events which may occasionally involve overnight stays.

All colleagues are required to act responsibly in terms of the health, safety and welfare of yourself and colleagues in accordance with our Health & Safety Policy and Procedures, and the policies as set out in the Employee Handbook.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Postholders may be requested to undertake other reasonable duties and responsibilities relevant to the nature, level and scope of the post as advised by their Line Manager.

## Person specification

<b>Knowledge and experience (what you'll know)</b>	
<b>Essential</b>	<p>A track record in community fundraising or similar, with the ability to demonstrate success in meeting financial targets and income growth.</p> <p>Can demonstrate your experience of supporting the development of 3-5 year strategic plans</p> <p>Experience of developing and leading on annual operating plans in line with strategic goals.</p> <p>Can show your line management experience, including knowledge of successfully developing and motivating a team.</p> <p>Can successfully set and manage multi-year budgets.</p> <p>Good knowledge of and experience of working with CRM databases including the collection and storage of data in line with GDPR.</p> <p>Sound knowledge of current fundraising trends and knowledge of fundraising policies, procedures and legalities.</p>
<b>Desirable</b>	<p>Experience of establishing and growing new community fundraising products.</p> <p>Project management experience, able to plan and deliver within set timescales.</p>
<b>Skills &amp; abilities (how you'll do it)</b>	
<b>Essential</b>	<p>Able to take responsibility for delivering against objectives and monitor and evaluate operational and financial plans.</p> <p>Excellent interpersonal skills including relationship building, influencing and negotiating with a wide diverse audience</p> <p>Able to work as a leader and motivate others.</p> <p>Excellent written and verbal communication skills, including attention to detail.</p> <p>Strong planning skills and the ability to manage a varied and busy workload while meeting tight deadlines.</p> <p>Self-motivated and able to demonstrate creativity, initiative and work proactively</p> <p>Ability and confidence to represent the organisation with potential and existing donors.</p>
<b>Desirable</b>	<p>Strong IT skills, including MS 365 tools (Teams, SharePoint, One Drive etc.) Word, PowerPoint, Excel etc.</p>
<b>Personal Qualities (what you'll bring)</b>	
<p>A personal style in line with our values and our commitment to equity, diversity and inclusion:</p> <p>We are brave                      We have integrity</p> <p>We are a community              We are credible</p> <p>We are positive                      We are solutions focused</p> <p>An innovative and creative thinker who is quick to generate solutions and ideas.</p> <p>Comfortable with change, with a flexible and adaptable approach to work, with good prioritization skills.</p> <p>Approaches problems with a creative and enabling mindset to seek solutions.</p> <p>Responds positively to challenges – managing your personal responses when things get busy</p>	

Comfortable and capable when working independently and on own initiative.

Motivated and focused in both the home working and busier working environments.

A good team player who builds open and supportive relationships.

A positive, optimistic, and ambitious vision for the future of Community Fundraising.

Collaborative and team-oriented approach, with the ability to work effectively with colleagues across different functions and levels.

Proactive and results-driven mindset, with a focus on achieving measurable outcomes.

**The closing date for applications is Midnight the 19<sup>th</sup> of January 2025. Interviews will be held on the week commencing the 27<sup>th</sup> of January 2025.**



## How to apply

Active job vacancies are shown on our website <https://www.mcsuk.org/work-for-us/current-vacancies/> and clicking on the job title will take you to our application system.

If you would like to contact us to request an adjustment that would help you to fully and comfortably take part in our recruitment process, please contact us at [hr@mcsuk.org](mailto:hr@mcsuk.org).

## What we might ask you to tell us

**Your CV** –If we ask for a CV, you should remove your personal information like photographs, contact information, name and age. Our system can remove personal information, but it may make a mess of the formatting. It's much better to not include personal information at the start.

**A motivation statement** – tell us how your experience meets the role requirements by referring closely to both the job description and the person specification. Include examples of your work or experiences which show how you will meet the job criteria and person specification and what skills you bring which would make you successful in the role.

Your motivation statement should also let us know what inspired you to apply for this role with us – tell us what it is about our work that attracted you to the organisation and the position.

We find that stronger applications have this statement – to give yourself the best opportunity for this role, please ensure you include it.

**Role-based experience** – We may ask you to provide an answer to a question that's related to the role, and that might be instead of a CV, or to help us look at how you'll approach something that is likely to come up as part of the role.

**Helping you to shine** – We understand that the application process can be difficult if you have a condition or disability that you are living with. We want to make it as easy as possible for you to shine during your application process, so please let us know what we can do to accommodate your needs.

## Selection process

If you're invited to an interview, you may be requested to prepare a task in advance or take part in a group activity as part of the assessment process – we'll let you have all the details in the invitation to interview. We will also invite you to talk with us about any reasonable adjustments which would support you in fully and comfortably taking part in the interview process.

## The legal bit

If you're successful, all offers of employment are conditional, subject to the following:

- We are not licensed to issue work permits so candidates are required to provide proof of eligibility to work in the UK and will be required to present original documents if invited for interview. Information on what you'll need to show will be provided as part of the invitation to attend an interview, but you can read more on the Home Office UK Border Agency website: <https://www.gov.uk/government/organisations/uk-visas-and-immigration>
- Receipt of two references which are satisfactory to MCS
- A check of your driving licence and insurance, if using a vehicle is an integral part of your role