

JOB DESCRIPTION

Fundraising Engagement Manager North West England

Reporting to:	Regional Engagement Manager
Department:	Supporter Experience
Direct reports:	None
Location:	Home based within geographic region. This region includes Greater Manchester, Merseyside, Lancashire and Cheshire, and the cities of Liverpool and Manchester.
Date:	June 2024

BACKGROUND

When a child is diagnosed with cancer life becomes full of fear, for them and their family. Fear of treatment, but also of families being torn apart, overwhelming money worries, of having nowhere to turn, no one to talk to.

At Young Lives vs Cancer, we help families find the strength to face whatever cancer throws at them. And you could be a part of the team making it happen.

As a member of the Income and Engagement team, you have a fundamental role in helping us to deliver on this. We will achieve this by working with our supporters and donors in ways that help them maximise the contribution they can make, building their loyalty to our brand.

We receive no government funding so everything we do is funded by our supporters, which is why this role is so vital. You will be key to supporting the people who ensure we can be there for families from the minute the doctor says the word 'cancer'.

This role, working together with others in the directorate and the wider Charity, will help us achieve our goals through outstanding levels of support, engagement and stewardship.

THE TEAM

This role sits within our Regional Engagement Team which comprises 4 regions that cover the whole of the UK. The North West region sits within the wider 'Central' team, which is made up of 5 regions. The aim of this team is to inspire and engage communities to support our organisation whether that is financially, via volunteering or sharing their stories. The Regional Engagement Team is at the heart of everything Young Lives vs Cancer does; we represent the charity locally and are the first point of contact for all opportunities. We build relationships, maximise opportunities and support the wider organisation. We are flexible, friendly and extremely proud of the difference the team makes.

MAIN PURPOSE

To achieve budgeted income targets by coaching supporters to achieve their fundraising goals, and maximising every opportunity for income in your geographical area. To deliver legendary supporter experience to a network of volunteers, supporters and partnerships, and to work alongside the service delivery teams to support families and young people with cancer who want to engage and fundraise, in your area.

RESPONSIBILITIES

- To plan, monitor and report on your budgeted income with a constant eye on contingency planning to ensure annual targets are achieved
- To steward our most committed supporters and deliver legendary supporter experience
- To constantly innovate and build on the way that you deliver stewardship in your geographical area
- To empower your volunteers to achieve their goals and to recruit new volunteers who can add value to your area
- To be a key, valued member of your regional team and UK wide team. To share successes, support colleagues and flex when needed
- To identify, cultivate and secure partnerships within your area
- To work with your local service team/s to build and maintain strong and effective working relationships
- To be the first point of contact for service user families, to offer opportunities to them and their networks to engage with the wider charity as they would like i.e. fundraising, volunteering, sharing their story
- To manage own workload and display excellent time management
- To spot, cultivate and steward opportunities for other fundraising teams within the Income & Engagement directorate
- To represent your team on projects where appropriate

DIMENSIONS

Income Generation, Supporter Engagement and Volunteering

- Maximise fundraising income by encouraging, supporting and advising individual fundraisers (including DIY fundraisers, fund holders and sports event participants) to achieve their targets
- Aid the retention of our most committed supporters by building strong, supportive relationships
- Recruit volunteers in your area in a variety of roles, and identify gaps in your area that need volunteer support. To manage those volunteers so that they feel a part of the Young Lives vs Cancer team
- Consistently identify new potential partnerships with companies, groups, educational establishments and events across your area, building a strong pipeline of support
- Cultivate potential partnerships towards the goal of winning their support
- Identify and support prospects for the wider Young Lives vs Cancer fundraising portfolio within your area including major giving, legacies, events and regular giving
- Support national corporate partnerships within your local area

Build the Profile of Young Lives vs Cancer

- Promote and represent the work of the charity in your area, personally and in the media, so that the cause is known and supported, media exposure is maximised and Young Lives vs Cancer's engagement with the local community is strengthened.
- Give talks and presentations about Young Lives vs Cancer in order to gain new support, and to recruit and train volunteers and supporters to effectively do the same.

Supporter Care

- Work with the central Fundraising Engagement Team to ensure Young Lives vs Cancer delivers Gold Standard supporter care.
- Constantly innovate your approach to supporter care in order to ensure a legendary supporter experience

- Diligently maintain records of all interactions with supporters on our CRM database.

Compliance and Risk Management

- Ensure all activities comply with appropriate legal, regulatory and fundraising good practice and with Young Lives vs Cancer policies and standards.
- Support your fundraisers to ensure that all supporter fundraising activity is fully risk assessed and adequate health and safety measures are in place.
- Follow Young Lives vs Cancer Health & Safety processes when delivering fundraising activity yourself, and advise your volunteers on how to do so
- Maximise Gift aid income and promote compliance for all your fundraising supporters

Specific expectations:

Everyone working in the Income and Engagement Directorate at every level, must:

- Make safeguarding children, young people and vulnerable young adults a priority
- Take care of your own health and safety and that of others
- Ensure that you treat information and data professionally, using it only for the purposes that Young Lives vs Cancer has said we would; respecting the confidentiality and privacy of our supporters, clients and staff and taking active steps to dispose of information and data when it is legally required
- Treat your colleagues with respect
- Accept that you are personally responsible and accountable for ensuring you understand Young Lives vs Cancer policies and procedures
- Ask and request advice if you are not sure of your responsibilities

Working Relationships:

- Work effectively with teams from across the Income & Engagement directorate, and more widely within the charity, to maximise one team working and the provision of legendary supporter engagement and experience
- Work closely with the central Fundraising Engagement team and Sporting Events team in order to deliver seamless supporter journeys for all supporters
- Be a point of contact for your services team/s, proactively managing and strengthening relationships with services colleagues
- Provide a pathway for engagement of Service User families, and their networks
- If applicable, work with the staff at your local Young Lives vs Cancer Home from Home, to build relationships in order to increase fundraising income

Behaviours:

- Our values are a key part of who we are and what we do, it's important that you have integrity, you are brave, you are confident and you work with others as One Team
- Adhere to the Young Lives vs Cancer's Equal Opportunities policy in all activities and to actively promote equality of opportunity wherever possible.
- Any other reasonable duties as directed by or agreed with your line manager

The responsibilities of this post and reporting structure will be periodically reviewed.

PERSON SPECIFICATION

Fundraising Engagement Manager

Requirements	Essential
Educational / Professional Qualifications	<ul style="list-style-type: none"> • There are no educational or professional qualifications required for this role
Experience	<ul style="list-style-type: none"> • A proven track record of delivering amazing customer experiences • Experience of account managing clients/customers/supporters • Ability to work within a financial target-based setting, and experience of reaching/exceeding set targets • Demonstrable experience of winning new business • Experience of managing own workload • Skilled team player
Skills/Abilities	<ul style="list-style-type: none"> • Ability to build strong relationships • Natural storyteller • Ability to work with financial information and budgets • Big picture thinking • Excellent interpersonal skills • Ability to communicate effectively at all levels • Highly personable • Resilient • Self-Motivated • Excellent verbal and written communication skills • Driven to achieve outstanding results • Natural tendency to be flexible and willingness to help others • Ability to take ownership of your role & responsibilities – be accountable • Excellent prioritisation and time management skills • Solution driven • Seeks continuous improvement/innovation • Ability & willingness to work out of 9-5 hours when required • Ability to maintain focus & energy on hitting objectives

Technical skills	<ul style="list-style-type: none">• Digitally aware, experience of using digital channels to communicate• Effective IT skills• Ability to manage their own diary and ensure it is kept up to date
Knowledge	<ul style="list-style-type: none">• Knowledge of the geographical area that they represent, must live within this area• Understanding and passion for the work that we do• Synergy with our organisational values• Knowledge and experience of working in a professional setting
Other	<ul style="list-style-type: none">• Have a clean driver's licence• Own your own vehicle