

Fundraising Manager - Community and Individual Giving

ROLE: Fundraising Manager - Community and Individual Giving
Full Time 12-month FTC (with potential for extension)

RESPONSIBLE TO: CEO

JOB PURPOSE: This pivotal role will design and deliver new community and individual giving fundraising programmes to support Open Age's exciting new five-year growth strategy. You are an ambitious self-starter with a breadth of community and individual giving expertise or a specialist in one with good understanding of the other. In this broad role you will partner with Open Age's passionate members and the wider community to raise funds for our high-impact services, supporting older people to lead happier, healthier lives. You will see first-hand the visible, life-changing impact of the money you generate for many thousands of older people in London and across the UK.

MAIN RESPONSIBILITIES:

1. Community fundraising, partnerships and events

- Identify opportunities, create and lead a new programme of community fundraising activities, working closely with members, staff, volunteers and local businesses to maximise income
- Develop fundraising toolkits, collateral and training to support members to deliver a range of fundraising activities in their local community, including local collections, sponsored events, dinners, church and faith group events and digital campaigns
- Build a portfolio of profitable community fundraising products including challenge events, virtual events and third-party events. Regularly refresh the portfolio with new, innovative products and approaches.
- Recruit, train and manage Volunteer Fundraisers and Fundraising Groups of Open Age members and volunteers from the Kensington and Chelsea/Westminster/Hammersmith and Fulham geographical areas.
- Develop, implement and manage donor journeys to increase donor acquisition, retention and development
- Maximise the use of digital and social media, local media and PR to promote fundraising activities and events
- Forge links with local groups and organisations, such as community groups, faith-groups, local businesses, schools and societies, to encourage people to engage with Open Age by fundraising for us.

- Identify and nurture potential major donors within the community and work with the CEO to convert into philanthropic giving
- Ensure fundraising is in line with fundraising regulation and best practices, including Gift Aid, GDPR, and ethical fundraising principles and Open Age's policies

2. Individual Giving and Legacies

- Create a new engaging regular giving product for Open Age highlighting its proven impact on older people leading happier, healthier, more connected lives
- Plan, manage, and execute individual giving acquisition and retention campaigns across relevant channels (e.g. digital, direct mail, telephone)
- Monitor campaign performance, analyse data, and report on key insights to drive continuous improvement.
- Create an engaging legacy and in memory programme with outstanding stewardship at its heart.
- Raise awareness of regular, legacy and in memory giving with members, volunteers, supporters and the local community including through social media, local media and PR

3. Supporter Experience, Data and Reporting

- Deliver an excellent supporter experience including regular updates on Open Age's impact, cultivating a network of dedicated donors, eventers and volunteers
- Work with colleagues to organise donor celebration events, centre visits or any other activity that will build relationships with warm, lapsed and potential donors
- Maintain up-to date, accurate donor records on the Civi CRM database and use data and insight to continually improve donor experience
- Provide reports on income and expenditure for each funding stream in line with the agreed strategy and budget. Seek opportunities to optimise the community and IG plan to maximise income generation.

PERSON SPECIFICATION

ESSENTIAL SKILLS AND EXPERIENCE:

- Minimum of five years' experience and proven track record of fundraising success in community fundraising and/or individual giving & legacies. A good understanding of both is critical.
- Motivation & Drive: Strongly self-motivated with a results-driven approach to meeting and exceeding fundraising targets.
- Event Planning & Coordination: Strong organisational skills with a track record of planning, promoting, and executing community fundraising events and activities effectively to generate income
- Communication & Public Engagement: Exceptional verbal and written communication skills, with the ability to inspire and engage diverse audiences to fundraise
- Networking & Relationship Building: Ability to develop and nurture long-term partnerships with volunteer fundraisers, local businesses, staff and external stakeholders.
- Volunteer Management: Experience of recruiting, managing and training Volunteer fundraisers, including positive and constructive feedback.
- Marketing & Promotion: Ability to create compelling individual giving and legacy fundraising products, community events and campaigns and drive awareness and uptake to deliver income
- Planning & Budget Management: Experience in developing and delivering an annual fundraising plan and budget with KPIs, taking financial accountability to maintain the funding pipeline and maximise profitability
- Ability to multi-task and prioritise
- Compassion for older people

DESIRED QUALIFICATIONS:

- Proven track record of successful acquisition and retention campaigns across online and offline channels using CRM systems and data analytics
- Fundraising strategy leadership: Experience of developing and delivering a fundraising strategy
- Experience in fundraising for charities supporting older people