

**Job Title:** Fundraising Manager (Individual Giving)

**Reporting to:** Deputy Director of Fundraising

**Salary Band:** £38,615 - £40,234

**Service:** Business Development

**Location:** Camden (Head Office) / Hybrid

**Hours:** 37.5 hours per week

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This job description may change to reflect changing requirements of the role

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### The Role

Solace is embarking on a new five-year fundraising strategy, with ambitious plans to double fundraised income to £3m by 2031. This voluntary income plays a pivotal role in the financial wellbeing of the charity, enabling us to do more to support the thousands of women and children who come to us each year as a result of violence against women and girls.

This role will lead on our organisational approach to individual giving, legacies, campaigns and appeals, and community fundraising. The role plays an important part in raising vital unrestricted income and connecting us with our loyal supporters. You will be a collaborative, creative and solution-focused with the ability to drive forward an unrestricted fundraising strategy that both connects us with our local roots and deliver campaigns and projects that have national reach and drive income.

With a knowledge and an understanding of individual giving and campaigns and ideally some experience of legacy and community fundraising to drive individual giving. Working closely with our Communications Team, you will bring a creativity and storytelling to our fundraising.

Fundraising at Solace works closely with colleagues responsible for winning and managing statutory funding contracts, and is situated within the Business Development Directorate, alongside our award-winning Communications, Partnerships & Public Affairs teams. You will collaborate with colleagues within Fundraising – including Corporate and Training, Bid Managers and Philanthropy – as well as across the organisation including senior leadership and Solace's wider support and volunteer networks such as trustees and its lived-experience-led Shadow Board.

## Accountabilities

- Lead on managing and generating funds from Individual Giving to meet or exceed the annual income budget and optimise donations.
- Develop compelling supporter journeys, propositions and effective supporter care.
- Develop and manage at least two annual fundraising appeals with a focus on digital channels and effective storytelling.
- Create and optimise content for appeals, engagement communications and supporter updates.
- Test and scale new acquisition, retention and upgrade approaches for one-off and regular givers.
- Develop an annual legacy giving plan and communications assets to drive legacy pledges.
- Oversee the effective delivery of community and events fundraising, led by a Fundraising Officer.
- Recruit, lead and manage team members as required, supporting their professional development and motivating them to achieve key performance indicators and targets
- Ensure that the necessary systems and processes are in place to support individual giving fundraising in line with best practice, and legal and regulatory compliance
- Set and monitor KPIs and budget for individual giving fundraising, manage risk, provide timely reporting, and contribute to team planning and strategy development
- A commitment to diversity, inclusion, and anti-racism, with a willingness to continually learn and foster a positive and inclusive culture.
- Ensure that individuals coming into contact with Solace are safeguarded and that appropriate safeguarding action is taken in respect of any concerns.

## Values, Behaviours & Competencies

- **Committed** to the purpose of Solace Women's Aid, ensuring that the service user is at the heart of service delivery and development
- **Feminist** in understanding 'Violence against Women and Girls'
- Committed to fostering **innovation** and **continuous improvement** in working practice
- **Flexible** and open to new challenges, ideas and experiences, and able to be self-reflective
- Committed to understanding **diversity** and ensuring **anti-discriminatory** practice is applied in all forms of our work
- **Non-judgemental** with a commitment to self-care within the team
- **Collaborative**, building relationships with internal and external partners.

**Knowledge and Experience***Essential*

- Proven experience of growing individual giving fundraising including through regular giving, campaigns, legacy giving and community fundraising.
- Experience in developing and implementing fundraising appeals and/or campaigns.
- Experience of digital fundraising and using storytelling in fundraising
- Experience of delivering supporter journeys, stewardship or retention activity.
- Knowledge of data protection legislation, Gift Aid, and Fundraising Regulator statutory requirements, particularly in relation to individual giving.
- Experience of using data analysis in planning and decision making.
- Experience of developing effective reporting processes on internal KPIs and to reporting to funders.

*Desirable*

- Experience of managing legacy campaigns.
- Experience of effective management of freelancers and agencies.
- Experience of managing others, coaching and supporting them to excel.
- Familiarity with CRM systems such as Salesforce.

**Skills and abilities**

- Experience of working in cross-departmental teams or structures to deliver projects.
- Excellent interpersonal skills, with the ability to network, present, influence, negotiate and tailor your approach to a range of senior stakeholder audiences
- High-level verbal and written communication skills, including the ability to articulate complex and sensitive information in a clear, compelling and persuasive way
- Strong presentation and negotiation skills with a creative and entrepreneurial outlook.
- Confident working in a fast-paced, complex environment, juggling multiple projects
- An understanding of and commitment to equity, diversity, and inclusion, embedded in working practice and approach.

**Personal qualities and attributes**

- Highly motivated, with a 'new business' mindset to identify and pursue opportunities
- Adaptable, resilient and able to adjust to an evolving fundraising environment
- Confident, personable, credible and professional manner
- Able to demonstrate awareness, sensitivity and respect when communicating about the violence against women and girls (VAWG) sector
- Excellent organisational and time management capabilities



## Job Description

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- Committed to own learning, development, and professional growth.



Team Structure

