

## **Fundraising Manager – job description**

The nature of this role means that engagement, visibility and relationship building are key – with colleagues, school, parents, networking, building the volunteer base and generally raising the profile of fundraising as a positive force internally.

Occasional weekend and evening work will be necessary to fulfil this role.

Key external relationships:

- Pace corporate partners and supporters
- Pace community fundraisers and groups
- Pace individual supporters who engage in mass participation events
- Pace volunteers including Trustees and Patrons

### **Purpose of role**

To bring together, manage and develop existing corporate partners, community fundraisers and events through identifying areas where there are opportunities for synergy and increased fundraising activity, particularly within the corporate and community areas. Leading with strong stewardship to engage and grow the volunteer base, finding and engaging in networking and presentation opportunities to grow awareness of Pace and develop strong fundraising relationships to meet income targets.

### **Nature and scope of job**

Key responsibilities:

Fulfil 2 events per year – analyse the life cycle of existing Pace events and develop new events with long and short term forward planning and flexibility and timely decision making to take action and make changes where necessary. Using the developed volunteer base to staff them, making them accessible and strongly community based. Responsibilities include promotion, recruiting participants and maximising fundraising income to meet set targets.

Manage and nurture the existing corporate partners, ensuring their contracts and expectations are met, seeking opportunities to increase their contribution and the fundraising activity of their staff as partners and supporters of Pace. Meeting with them to understand and explore events they would want to take part in and then facilitating them.

Develop community based events during the year to focus on engaging and growing the Pace supporter base, looking at different age demographics to focus on a younger audience, using volunteers to run them.

Find and engage in networking and presentation opportunities to be an ambassador, promoting and raising the profile of Pace to increase fundraising and develop the volunteer base.

Co-ordinate all 3 areas – corporate, community and events – to ensure maximum uptake and spot opportunities to synergise these efficiently for Pace.

Develop and maintain an effective and timely stewardship programme for all 3 areas, using the appropriate channels for communicating and ensuring everyone is supported and thanked for their contributions (whether monetary or time).

Maintain the database and keep it fully up to date in accordance with Pace policies and data legislation.

Build relationships with Pace colleagues across the organisation and with school parents to grow engagement, their understanding of fundraising and develop a volunteer base.

### **Person specification**

- Proven ability to develop, implement, deliver and evaluate fundraising events
- Ability to manage varied and multiple workloads and deliver on agreed timescales
- Taking ownership of the role and able to make independent decisions
- Ability to work alongside internal and external partners and stakeholders
- Attuned to people's needs, able to clearly match offerings with opportunities
- Flexible and positive attitude to work, particularly new initiatives
- Good interpersonal skills and positive 'can do' attitude
- Excellent verbal and written communication skills

Overall, an affinity with and an ability to work within the values and habits of Pace.