



JOB DESCRIPTION

Post:	Fundraising Manager
Accountable to:	Chief Executive
Responsible for:	Fundraising and generating income for the charity
Hours:	21-22.5 hours per week over minimum of 3 days
Stay's Vision:	To end homelessness, and empower people to rebuild their lives
Stay's Mission:	To Prevent the causes of homelessness. To Respond to the immediate needs of those who face homelessness. To Champion the needs of homeless individuals at every opportunity.
Stay's Values:	Passionate, Integrity, Collaboration, Effective.

Information on Stay

Stay has been a specialist charitable housing provider and a provider of person-centred support for over 30 years. We support over 1000 people each year across a range of accommodation and support services. We act as a safety net and springboard for people across the Borough of Telford & Wrekin. We catch people when they need help and support them to thrive so they can be the best they can be. With the right support, at the right time, we know people can realise their dreams and aspirations and this work can be very rewarding.

Stay works with people in crisis due to homelessness and the many effects of homelessness. All staff must have empathy with this client group who often will have multiple and/or complex needs affecting their physical, mental, social or financial wellbeing.

We are looking for an experienced fundraiser who is a highly organised, flexible individual to join our team. This is an exciting opportunity to join a charity that makes a real difference to the lives of people who are homeless or facing homelessness.

Purpose of the role

The role will develop and implement our fundraising strategy for the charity. The role will manage Stay's fundraising activity including community grants, individual, corporate, events and legacy fundraising.

As the role is new and varied the responsibilities below will be over a period of time and prioritised as part of the fundraising strategy.

Main responsibilities

The main responsibilities are listed below.

1. Fundraising Strategy Development:

- Develop, deliver, and monitor a fundraising strategy aligned with Stay's Mission, vision and goals.
- Conduct market research and competitor analysis to identify potential funding opportunities.
- With the CEO set realistic fundraising targets and track progress towards achieving them.
- Develop and steward excellent relationships with donors, trusts, foundations and corporates to ensure a diverse range of income streams.

2. Grant Writing:

- Research, identify and evaluate new grant funding opportunities.
- Work with the CEO and Operations Manager to prepare and submit high-quality bids.

3. Corporate Partnerships:

- Identify, develop, and manage relationships with corporate partners, ensuring long-term engagement and support.
- Research and secure sponsorships, corporate donations, and employee fundraising initiatives.
- Work with CEO to develop proposals and pitch to potential corporate partners.

4. Community Engagement:

- Build relationships with local businesses, schools, and community groups to raise awareness about the charity's work and generate support.
- Organise community fundraising events and campaigns, ensuring they align with the charity's mission and goals.
- Explore the viability of recruiting community fundraising volunteers.
- Provide excellent stewardship and recognition to our donors and partners, ensuring that they feel valued and appreciated

5. Event Planning & Management:

- Plan, coordinate, and manage fundraising events such as community challenges, Big Sleep Out, and volunteer-driven initiatives considering return on investment.
- Oversee all aspects of event logistics including budgeting, marketing, venue management, and volunteer coordination.
- Ensure events meet financial targets, are executed smoothly, and leave a lasting positive impact on attendees and supporters.

6. Campaign Management:

- Develop and implement effective fundraising campaigns, both online and offline.
- Ensure all campaigns have appropriate marketing and communication plans in place.
- Monitor and report on the success of campaigns, ensuring financial and non-financial targets are met.

7. Digital Marketing & Fundraising:

- Drive online fundraising initiatives using digital platforms such as Facebook, LinkedIn, and the Stay's website.
- Develop social media campaigns to raise awareness of fundraising efforts and increase donor engagement.
- Work with the IT & Systems Developer to review and if necessary, update and optimise the charity's website for donor engagement and online giving.
- Collaborate with the CEO, Managers and Team Leaders to create content that enhances the charity's digital presence and supports fundraising goals.

8. Legacy Giving:

- Develop and implement strategies to encourage legacy giving.
- Manage the legacy program and provide support to legacy donors.

9. Budget and Reporting:

- Develop and manage a fundraising budget, ensuring cost-effective use of resources.
- Prepare regular reports against the fundraising strategy and target for the CEO and Board of Trustees.

10. General:

All staff are required to:

- Uphold the organisation's policies and procedures and statutory requirements, ensuring effective implementation in all aspects of their work.
- Be proactive, bring ideas, suggestions and contribute to improve the work of the Charity.
- Undertake regular supervisions and an annual appraisal with line manager and attend training as required
- Attend staff and team meetings as required.
- Observe health and safety procedures in the workplace to ensure personal safety and to safeguard the interests and safety of all using/working/visiting the organisation
- Carry out further tasks requested and agreed with the CEO, appropriate to the role and grade of the job.
- Stay informed about trends and best practices in fundraising, philanthropy, and non-profit management, and make recommendations for continuous improvement.

11. Culture, Values and Behaviour:

- To articulate and personally demonstrate Stay's values both internally and externally.
- Where possible work to alleviate feelings of prejudice and stigma experienced by homeless or marginalised groups.
- To contribute to the building of a staff culture where every person feels empowered and valued.
- To be professional at all times and demonstrate a great positive attitude, be empathetic and adopt a person-centred way of working.
- To commit to learning and being the best through continual learning and development.
- To show consistent integrity, trust and fairness that embraces equality, diversity and inclusion.
- To deliver time after time to a consistent standard of service in line with Stay's policies and procedures.
- To use good judgment and initiative to find solutions.

The responsibilities of this post may vary from time to time without changing the general character of the post or level of responsibility entailed.

The successful candidate will be expected to occasionally work some weekends/during the evening as the role demands. (Time off in lieu will be given).

Benefits:

- Hybrid working model available (split between office and remote work).
- Opportunities for professional development and training.
- Supportive and inclusive team environment.
- 25 days holiday plus bank holidays, and birthday off after completing 6 months. Increased annual leave with length of service at 4 years and 8 years.

PERSON SPECIFICATION

PERSON SPECIFICATION	Essential	Desirable
JOB TITLE Fundraiser		
SKILLS AND ABILITIES		
Excellent communication skills with the ability to communicate effectively in a range of formats and with a variety of audiences	✓	
Excellent interpersonal skills, with the ability to engage and influence stakeholders at all levels	✓	
Strong organisational and planning skills	✓	
Proficiency in Microsoft Office Suite and experience of using databases and Teams.	✓	
Ability to work independently and as part of a team.	✓	
An understanding of GDPR and adult safeguarding principles	✓	
Ability to understand funding guidelines with excellent written skills, and an ability to articulate complex project information to funders	✓	
Able to prioritise and meet deadlines	✓	
Self-driven, and able to work on your own initiative	✓	
KNOWLEDGE & EXPERIENCE		
Experience of fundraising	✓	

Experience of all fundraising methods		✓
Proven experience in planning and managing fundraising events.	✓	
Good knowledge of digital marketing and online fundraising strategies via platforms such as Facebook, LinkedIn, and websites	✓	
Knowledge of best practice/legal requirements for fundraising in the UK	✓	
Experience working in the charity sector.		✓
QUALIFICATIONS		
Fundraising qualification		✓
OTHER		
Eligible to live and work in the UK	✓	
A passion for the charity sector and a commitment to supporting people facing homelessness	✓	
Full driving licence and use of vehicle with business insurance	✓	
Willingness to undertake continuous professional development	✓	