

Role Profile and Job Description

Title:	Fundraising Manager (events - third party, community and mass events)
Responsible to:	CEO in short term
Contract:	Full time (35 hours). Permanent Contract.
Direct Reports:	Fundraising Executive
Location:	Remote, Home Contract
Salary/status	£35,000

Dreams Come True

We work with children who have it tough. Right now, there are thousands of children who need our support. They live in the highest areas of deprivation in the country, some are living with a disability, some are living with serious illness, some are living with life-limiting conditions. **These children deserve our attention.**

We believe that every child and young person has a right to dream, no matter who they are, and where they live. Our dreams makers work with these children to bring moments of magic and deliver lasting impact.

Purpose of the role

We are looking for an ambitious, experienced and creative fundraising expert who is committed to building upon a strong programme of fundraising (**events - third party, community and mass events**) whilst bringing new initiatives in these channels to the charity to see income significantly grow. **Currently this channel of income generates around 20% of our annual budget – and we're excited for this postholder to see it grow yet more.**

Reporting to the short term to the CEO, the post holder will **work across multiple income streams event/mass/community**, to develop innovative products and tools to engage our supporters and maximise and grow our income generation strategy and lifetime value of our supporters. You will develop high-level third-party relationships, events and community initiatives that lead to long-lasting relationships and long-term support for Dreams Come True.

This is a busy role, and you'll work on various relationship fundraising income streams, supported by the Fundraising Executive. You will support the CEO to **develop new challenge and mass fundraising events and lead on new initiatives to drive new income.** This is a hugely exciting role and perfect for someone who wants to build their experience and has the creativity and passion for growing this programme of work into new areas of opportunity.

You will lead in developing a strategy and operations plan for your key areas: **Events, Community, DIY, and mass fundraising**, as well as support the Fundraising Executive to develop new ways to recruit supporters and market events. The remit of this role will also include the recruitment and

management of new volunteers, ensuring they undertake rewarding tasks that are both motivational for the volunteer and cost-effective for the charity.

This role is responsible for the line management of a Fundraising Executive, who you will help to develop in their role and ensure all tasks are completed on time and to a high standard.

Key Responsibilities

Driving income (in plan and new) generation; strategy; budget management

- Develop and deliver a strategy and ops plan that covers events, mass, third-party and community fundraising.
- Proven experience of recruiting, building, delivering, stewarding marathons/sky dives/bungees/treks that build income and new opportunities year to year.
- Support the Fundraising Executive to project manage an existing portfolio of events and introduce new products to grow the programme, incorporating digital/virtual fundraising.
- Review the portfolio of events and build new income generation opportunities for 25/26 and beyond to uplift income and grow supporter participation.
- Set, monitor, and report against budget figures, feeding into forecasting and monthly KPIs, and reporting any concerns to the Head of Fundraising.
- Lead the development and growth strategy for third-party relationships and high-value community supporters.
- Undertake regular reviews of activity including ROI analysis, report progress v budget, and implement actions as required.
- Lead on Identifying new opportunities for community grant funding including but not limited to supermarkets, round tables, rotary, masons, golf clubs, sports clubs, and schools.
- To provide excellent analysis, evaluation, and reporting on fundraising activity to the CEO, drawing conclusions and making recommendations for future activity.

General

- The ability to write and present compelling cases for support across a range of audiences.
- To keep up to date with the latest event trends and bring creative suggestions to the programme of work to continuously test and learn, engage new supporters and drive new income opportunities
- To work closely with Dream Team, to keep updated with Dream stories and use a range of methods, to effectively communicate these to all supporters
- To introduce new products to grow the programme - including digital/virtual fundraising and mass fundraising events.
- Manage the Fundraising Executive, ensuring they have a robust work and development plan in place.
- Support, motivate and develop fundraising volunteer roles, ensuring they have a clear understanding of DCT to enable them to represent the charity's work effectively.
- Grow our Events programme, developing plans to recruit, convert, retain, and develop donors to deliver income growth across the portfolio.
- Diversify the organisation's overall regional events portfolio by leading product development.
- Manage the relationships with external event suppliers.
- Work collaboratively with the Head of Fundraising to build and grow existing fundraising digital products and generate new initiatives to drive income.
- Manage the Fundraising Executive to develop propositions for the wider community fundraising work.

- Provide talks and presentations to high-value community organisations.
- Provide support in other areas of Fundraising and the Head of Fundraising when required.

Person specification

A proven track record of working in a public fundraising environment and an excellent knowledge of the fundraising sector.	Essential
Proven experience in delivering a high performing, multi-faceted programme of events, third party events, mass and community fundraising generating significant income generation a year. (marathons, sky dive, bungee, trek, wider event experience)	Essential
Evidencable experience of growing event/mass/community from new creative initiatives.	Essential
Line management experience.	Essential
Experience in delivering income and expenditure budgets and developing operation plans.	Essential
Competent user of Microsoft Office including Word, Excel, PowerPoint, and Outlook.	Essential
Strong interpersonal skills, a relationship builder with the ability to develop and maintain strong working relationships with donors.	Essential
Proven ability to form excellent multichannel stewardship journeys	Essential
Knowledge of fundraising legislation, compliance, and best practice	Essential
Experience in managing people and volunteers and using a variety of communication methods to an audience of all levels both internally and externally	Desirable
Experience in planning fundraising events, campaigns, and initiatives to engage donors and raise awareness	Desirable
Develop partnerships with a range of local organisations, both statutory and voluntary, to develop new projects and activity	Desirable
Good working knowledge of Excel and financial systems and information sources (e.g. budgets, annual reports, and accounts)	Essential
Strong peer-to-peer networks with other fundraising experts and professionals (via professional/social groups).	Desirable
Are a car owner with a clean driving license, that is willing to travel and attend occasional events in the evenings and weekends with time off in lieu.	Essential

Personal Attributes

Self-starter – enjoys working on own, and as a small team and as part of a team.	Essential
Strong analytical skills and an interest in using insights and evidence to support decision-making & create strong cases of support.	Essential
Excellent time and task management skills with the ability to work under pressure and prioritise in a busy environment.	Essential
Excellent copywriting skills with experience targeting various audiences, channels, and activities.	Essential
Excellent communicator; able to engage and inspire the events community to actively participate.	Essential
A solid understanding of digital marketing for mass fundraising.	Essential
Flexibility in approach to working hours may involve occasional out-of-hours/weekend work.	Essential

Good working knowledge of Excel and financial systems and information sources (e.g. budgets, annual reports, and accounts)

Essential