



## Fundraising Manager (Individual Giving)

Hours:	35 Hours per Week Monday-Friday (some flexibility around days and hours would be available for the right candidate).
Contract:	Permanent
Salary:	£35,514 plus 5% employer pension contribution
Annual Leave:	25 days p/a plus your birthday off (increasing by one day per year, until a maximum of 30 days)
Location:	You will work across our four sites in Tooting, Vauxhall, Brixton and Battersea, with your main base being 64 Altenburg Gardens, London, SW11 1JL. You will also be able to work remotely when necessary.
Reporting to:	Chief Executive

### About us

At Share, we're passionate about supporting adults with learning disabilities and autism to live healthier, happier and more independent lives. We offer a range of training, employment, personal development and social opportunities to our disabled and autistic students. Our vision is to live in a world where disabled adults are genuinely valued and included, can make choices and have the freedom to achieve their ambitions.

Our 60 staff and 50 volunteers work with 175 adults at four south London sites and in the surrounding communities.

Share holds the Investors in People Gold accreditation and we are accredited by the National Autistic Society as well as Investors in Volunteers.

### The role

You will lead on building relationships with, and increasing donations from, individuals with an interest in our cause.

Most of our fundraising income comes from Trusts and Foundations, which our Chief Executive oversees. As we look to grow and diversify our income streams in line with our strategy, we need someone with the passion and track record to tell our story to other audiences so they want to support Share.

You will build on the excellent foundations laid by the outgoing Community Fundraiser to raise our profile amongst our neighbours. You'll also identify and engage groups who are likely to have emotional and practical reasons to support us.

This role will report into the Chief Executive to ensure all our fundraising is aligned, and will have a high degree of autonomy in managing the entire individual giving function. You will develop and deliver fundraising operational plans, ensure good fundraising practice and messaging is embedded throughout the entire organisation by engaging your colleagues, and work closely with the Marketing and Comms team who will provide you with admin support.

### **Who we are looking for**

A dynamic, compelling and organised person with experience of building lasting relationships to achieve fundraising targets, bringing in income through regular donations, fundraising campaigns and events.

You'll be self-motivated and ambitious, and be excited by the opportunity to develop a crucial function within a growing charity. And you'll care about our students and the cause you're raising money for.

You'll be a brilliant communicator, in person, in writing, and over the phone. You'll tailor your messaging depending on the audience, and be equally at home with pulling potential supporters' heart strings as you will be with providing cold, hard facts about why supporting Share makes a difference.

You'll work smart, using data to inform where you channel your energies, considering the return on your (and your colleagues') time and any financial investment. You'll be able to think laterally, working with the wider Share team to use their skills and networks to increase your potential pool of supporters.

And when you bring in those supporters, you'll look after them, keeping them engaged with Share and ensuring they support us for years to come.

You'll be courageous, and open-minded about which opportunities to explore, and you won't be afraid of trying and failing. You will live our values in all you do at Share – respect, support, kindness, integrity, ambition and inclusivity.

### **Main Responsibilities**

#### **1. Strategy and Performance Management**

- Develop and deliver fundraising plans and fundraising-related strategic projects in order to achieve ambitious income targets
- Develop KPIs for individual and community fundraising, and monitor and report on performance against them

#### **2. Individual giving**

- Proactively recruit new supporters, build our individual supporter base and develop regular stewardship and communications
- Research and understand supporter motivations to maximise fundraising efforts and enhance donor engagement
- Offer a high-quality relationship management and donor care to supporters including providing fundraising materials, encouragement and support to maximise their fundraising potential, as well as ensuring donors are recognised and thanked for their contribution

- Develop, plan and deliver a range of activities, campaigns or events throughout the year that includes activities our students can lead on and participate in
- Project manage fundraising events, activities or campaigns
- Work closely with the Marketing and Communications Manager to ensure good storytelling is at the heart of Share's fundraising efforts
- Represent the charity in a variety of settings including meeting with supporters and attending community events to raise awareness of the charity with potential supporters and encourage them to support us financially
- Develop a pipeline of prospective donors, utilising effective strategies to convert prospects to donors

### **3. Administration**

- Ensure that data is kept up-to-date, secure and accessible to other members of the team
- Manage supporters effectively using our CRM system (CiviCRM) to provide excellent stewardship and reporting
- Respond and deal promptly with incoming enquiries about fundraising or supporting Share
- Work with the Marketing and Communications Manager to be clear about the admin requirements you will make of the Marketing Co-ordinator.

## **Person Specification**

### **Essential Experience**

1. Demonstrable success in increasing fundraising income from individuals and achieving income targets
2. Effective stewardship of charity donors, including the creation and delivery of stewardship plans and comms
3. Project planning and management
4. Experience building relationships with a variety of stakeholders
5. Managing and hitting budgets

### **Desirable Experience**

1. Writing fundraising strategies and operational plans

### **Essential Skills and Knowledge**

2. An excellent understanding of donor stewardship and relationship management
3. Excellent communication skills, able to share information or make a clear ask of supporters or stakeholders both in writing and verbally.
4. Organised and structured, with the ability to prioritise and deliver on multiple objectives and hit deadlines
5. High level of proficiency on excel with the ability to analyse data to inform decision-making
6. Able to prioritise, plan and organise own workload
7. Knowledge of fundraising good practice
8. Able to work collaboratively as part of a team and contribute to a positive working environment and culture

### **Desirable Skills and Knowledge**

9. Use and management of a CRM system for donors
10. Knowledge of fundraising law, regulations and codes of practice

### How to apply

We actively encourage applications from people from minoritised ethnic communities and with lived experience of a learning disability and/or autism. This is because we believe our staff should reflect the diversity of our student body wherever possible in order to provide the best possible service.

Please send your CV and a covering letter addressing the following questions:

1. What attributes would an effective and successful Individual Giving Fundraiser have at a charity like Share?
2. What would be your top three priorities for growing individual giving at Share?
3. Who would be your key allies within Share to grow our individual fundraising?

Please also complete our equal opportunities form, which you can download from the job advertisement page on our website. Please send us the three documents to [hadmin@sharecommunity.org.uk](mailto:hadmin@sharecommunity.org.uk).

If you would like to have chat about the role or visit us prior to applying, please contact a member of the HR team at [hadmin@sharecommunity.org.uk](mailto:hadmin@sharecommunity.org.uk).

We focus on ability and believe people work best when they feel valued, safe and happy. We do all that we can to make sure that Share is friendly and welcoming to everyone. All CVs and applications are sanitised to ensure unbiased recruitment, and if you make it to interview stage, some questions will be sent in advance. All disabled applicants who meet the minimum criteria will be offered an interview.

**This job is subject to two satisfactory references, an enhanced DBS check and providing evidence of the right to work in the UK. If you are disabled and would like to discuss other ways of submitting your application, please contact us on 020 7924 2949.**

Our privacy policy for job applicants can be found here:

<https://www.sharecommunity.org.uk/privacy-policy-job-applicants>

We look forward to receiving your application.

