

## Fundraising Manager Job Description

**Hours:** 22.5 hours per week – Full time could be considered for the right applicant

**Salary:** £35,000-£38,000 pro rata (actual salary £21,000 - £22,800 for 22.5 hrs per week)

**Location:** Largely home-based with time spent in the community, predominantly across Richmond and Hounslow Boroughs, and at our centre in Twickenham.

**Job Type:** Permanent

### About

Established in 2019, The Purple Elephant Project is a registered charity based in Greater London, which provides short and long-term therapy to children and young people. Using creative therapies such as Play and Art therapies, alongside a listening ear and understanding support to the child's family, we are dedicated to providing an individual approach to children's needs. We believe that every child has a right to be heard and are committed to transforming children's futures; helping them to overcome difficulties such as lack of confidence or self-esteem, bereavement, anxiety or more complex traumas and life events.

The Purple Elephant Project is a small but fast-growing organisation. We currently deliver therapy to c.130 - 150 children every week. Further information on our charity can be found at [www.thepurpleelephantproject.org](http://www.thepurpleelephantproject.org).

### The Role

This is an exciting opportunity for an experienced fundraiser who has worked within a community or corporate role, with a passion for improving the emotional wellbeing of children who are experiencing mental health challenges. As a young charity, our community and corporate fundraising programme is at an early stage of growth and we are seeking a proactive, tenacious self-starter to drive forward this income stream and develop key strategic relationships that have the potential to significantly advance the Purple Elephant Project's charitable mission. You will continue to build a sustainable community, events and corporate fundraising programme, engage with local businesses and support individual donors. This post will play a pivotal role in growing The Purple Elephant Project's voluntary income, raising awareness and brand recognition. As part of a small team, you will join the Trusts Fundraising Manager in reporting directly to the Chief Executive. The size of the team means there is a need to develop a strong network of volunteer fundraisers to support with the achievement of the objectives, with a view to growing a small permanent team in the future.



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Ideally we are looking for someone with 2 years' experience in fundraising. However, we would welcome applications from individuals who can demonstrate the key skill requirements but may not have previous fundraising experience. We can offer mentorship to the right candidate.

## Safeguarding

The Purple Elephant Project is committed to safeguarding and promoting the welfare of children and young people and expects all staff, trustees and volunteers to share this commitment. Successful applicants will be required to apply for/have an Enhanced DBS check in line with the Government safer recruitment guidelines, provide references and complete safeguarding training, and will need to demonstrate a willingness to observe safeguarding procedures at all times.

## Diversity and Inclusion

The Purple Elephant Project is committed to equal opportunities and antidiscrimination practices. We believe that everyone has the right to be treated with consideration and respect. The Purple Elephant Project is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.



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## Job specification

<b>Job Title:</b>	Fundraising Manager
<b>Accountable to:</b>	CEO
<b>Hours of work:</b>	Monday – Friday 22.5 hours per week – Full time could be considered for the right applicant
<b>Location:</b>	Largely home-based with time spent in the community, predominantly across Richmond and Hounslow Boroughs, and at our centre in Twickenham.
<b>Type of Contract:</b>	Permanent
<b>Salary:</b>	£35,000 – £38,000 pro rata - depending on level of experience
<b>Holiday Entitlement:</b>	Pro rata the full-time equivalent allowance of 5.6 weeks per annum, inclusive of bank holidays.
<b>Pension:</b>	Auto Enrolment Workplace Pension Scheme



## Key Responsibilities

- 1) Building a network of engaged and committed volunteer fundraisers in the local area, encouraging them to fundraise and raise awareness of the cause within their own networks
- 2) Providing excellent supporter care, placing our supporters at the heart of everything you do
- 3) Developing relationships with companies and community organisations in our local communities, seeking opportunities for fundraising partnerships
- 4) Managing individual donors, developing individual giving asks and stewardship plan
- 5) Developing and delivering a schools fundraising campaign in local boroughs
- 6) Raising awareness about the work of the Purple Elephant Project within local communities – representing the charity at presentations, talks and events
- 7) Developing and delivering an annual mass participation fundraising event/campaign (either virtual or in person), recruiting participants and supporting them with their fundraising
- 8) Accurately record and manage supporter data, ensuring it is up to date and GDPR compliant
- 9) Create marketing and promotional material in accordance with the Purple Elephant Project' branding, to support fundraising activities as required
- 10) Research to ensure awareness and knowledge of sector trends, keeping abreast and learning from activities of competitors
- 11) Recording, monitoring and reporting on fundraising income and progress towards targets

This list is not exhaustive, and additional responsibilities will be agreed with the Chief Executive



## Fundraising Manager Person Specification

### Skills & Experience Required:

Key Skills	
<b>Essential</b>	Excellent communication skills (both written and verbal) with the ability to adapt your tone and approach to suit various audiences
	Ability to build and maintain relationships with a wide variety of audiences from supporters to local organisations, corporates, high value donors and potential or current volunteer fundraisers
	Strong interpersonal skills and the ability to make individuals and organisations feel welcomed and valued through exceptional supporter care
	Ability to balance a varied workload and manage your time effectively
	Strong administration and organisational skills
	Adept at spotting and acting on opportunities as they arise
	Creative confidence and willingness to try new initiatives, developing and delivering new fundraising ideas/campaigns/events
	IT literate with good working knowledge of MS Office, database and social media.
	Willingness to work outside of set hours for specific events or meetings (with prior notice)
	Be self-motivated and able to work on own initiative
	Ability to work in a way that promotes the safety and wellbeing of children and young people
	Willingness to work with a mentor to develop skills if required
	Learning and growth mindset
<b>Experience</b>	
<b>Desirable</b>	2 years experience in a relevant fundraising role, ideally within a community, corporate or regional team



	Delivering high quality supporter care, ideally with experience of improving the supporter care journey
	Developing and delivering new fundraising products or campaigns
	Working across a variety of audiences
	Developing new, emotive and compelling fundraising messaging and materials
	Developing and maintaining a network of volunteer fundraisers