

- Job title:** Fundraising Manager
- Starting salary:** £38,000 - £40,000 depending on experience
- Contract length:** Full Time, permanent contract
- Location:** Sight Research UK, Redwood House, Brotherswood Court, Almondsbury Business Park, Bristol, BS32 4QW
- Reporting to:** Chief Executive
- Line reports:** n/a
- Liaison with:** Marketing and Communications Manager, Research Grants Manager, Charity Administrator, Trustees, Vice-Presidents, Ambassadors, Prospective and current donors, including contacts at Trusts and Foundations and corporates and Sight Research UK-funded researchers.

Purpose of the job

This role will oversee the organisation's fundraising activity, building on good foundations and with a number of new activities in the pipeline to take our fundraising into the next phase. This role will be responsible for continuing the development and growth of a sustainable income generation pipeline from charitable Trusts and Foundations as well as other income streams, in order to meet the organisation's grant making objectives. Income generation is a top priority for the Charity, ensuring we can fund as much sight-saving research as possible. The post holder will have a strong background in Trust and Foundation fundraising, but also bring experience in building new income streams and knowledge of various types of individual giving, as well as some prospect research expertise to help the organisation grow its network of potential supporters.

Main duties and responsibilities

Trusts and Foundations Fundraising

- Review the organisation's current Trust funders pipeline and assess potential for future growth. Monitor and refine the prospect ratings and rankings for Trusts and Foundations to ensure that they are fit for purpose.
- Ensure that all available information on current, lapsed, and potential funders is up to date on the organisation's CRM database (Donorfy) to facilitate tailored funder relationship development and compliance with funder requirements.
- Ensure that all fundraising activities with trusts and foundations, including plans for future approaches, are recorded appropriately and are always kept up to date to enable accurate financial and activity reporting.

- Lead on managing and growing the portfolio of prospective charitable trusts and foundations funders matching prospective funders to charity programmes/projects.
- Create bespoke, high quality, high value applications for funders which demonstrate a clear understanding of their requirements and the impact of our work.
- Produce timely and compelling funding reports to existing funders.
- Ensure outstanding customer service and record-keeping for all trust funders.
- Support fundraising for bespoke campaigns through trusts applications.
- Establish a framework for evaluating and continually improving the success of trusts and statutory fundraising.

Corporate Fundraising

- Work with the CEO to develop and manage relationships with existing corporate partners and identify potential new corporate supporters.

Individual Giving

- Be responsible for shaping and delivering the end-to-end experience of existing supporters as well as attaining new supporters.
- Co-ordinate all communications and messaging targeted at existing supporters.
- With the support of the Marketing and Communications Manager, deliver on a positive donor/supporter experience with the aim of retention of current supporters for the long term as well as acquisition of new donors.
- Grow one-off donations and regular gifts and maximise the acquisition of new supporters through direct mail and digital marketing with the help of the Marketing and Communications Manager.
- Measure performance against campaigns and appeals.
- Lead on other forms of individual giving income streams such as the lottery and challenge events, as well as horizon scanning for new opportunities.
- Work with our fundraising platform Raisley to deliver the integration work with our CRM to enable seamless gift administration for both one-off and regular gifts.
- Build the foundations of a Major Donor giving programme and grow this income stream over time to support the charity's objectives.
- Contribute to the organisational strategy for nurturing relationships with prospective major donors or other key influencers and to the strategy for stewarding the ongoing relationships with major gift donors.

Prospect Research Management

- Identify potential donors to the organisation including companies, charitable trusts and individuals and conduct further research and analysis on potential and existing donors to the organisation, facilitating the solicitation of major gifts by providing timely and accurate information about prospective donors or influential ambassadors.
- Help to provide the CEO with a constantly refreshed pool of prospective donors, including corporates and major donors.
- Ensure that all contacts, approaches and other interactions with prospective and current donors are recorded on the organisation's CRM database in order to enable monitoring of the organisation's income generation pipeline.
- Review and refine capacity ratings so that they correctly identify the giving potential of prospective and current donors (trusts, corporates, and major donors).

Due Diligence

- Undertake due diligence on prospective major donors and corporate partners in line with the organisation's Ethical Fundraising Policy.
- Keep up to date with the law relating to data acquisition, management, storage and transmission and share information with colleagues (GDPR).
- In collaboration with the data protection lead, ensure that all fundraising materials and mailings abide by the principles of fundraising best practice and are GDPR compliant.
- Establish and maintain a prospect research protocol to ensure that the acquisition, storage and use of research data complies with the provisions of GDPR.

Other

- As part of ongoing annual operational planning, monitor income and expenditure and support the creation of the organisational budget.
- Support the CEO with regular reporting on income against targets and support creation of reports to the Board of Trustees on a quarterly basis.
- Support the CEO with the quarterly creation and reconciliation of management accounts through accurate knowledge of gift allocation.
- Regularly review campaign deliverables against targets to ensure progress is on track or adjustments are put in place to mitigate shortfalls.
- The postholder may also be expected to carry out other duties, which may be reasonably requested. As such, the job may involve occasional evening and weekend work, for which time off in lieu can be claimed.

Person Specification

Please provide evidence of your experience in each of the following:

Criteria	Essential	Desirable
Experience/Knowledge		
A minimum of 5 years' experience working in the fundraising sector, either charity or HE.	✓	
Proven experience of trusts and foundations fundraising.	✓	
Solid experience of translating complex scientific information into compelling funding proposals.	✓	
Proven ability to maintain and develop relationships with funders.	✓	
experience of prospect research including identifying and prioritising prospects both of an individual and organisational nature, ethical screening and developing gift capacity ratings.		✓
Proven experience of managing an organisation's prospect pipeline to keep track of opportunities and activity levels to inform income monitoring against budgets.		✓
A thorough understanding of the implications of the Data Protection Act 1998 and GDPR for prospect research and data management.		✓
Experience of using and interrogating relational databases to create and extract reports.		✓
Knowledge of the CRM database Donorfy.		✓
Lay knowledge of the eye research sector.		✓
Ability to understand and interpret charity accounts.		✓

Skills		
Very strong organisational, research and analytical skills.	✓	
An effective communicator with internal colleagues and external stakeholders at all levels of seniority.	✓	
Excellent standards of written communication to produce funding bids and prospect profiles.	✓	
Ability to work with initiative, think creatively and laterally.	✓	
Excellent attention to detail.	✓	
Attributes and Personal Characteristics		
Intrinsically motivated with a proven ability to meet objectives and work to deadlines.	✓	

An enquiring mind and an organised and methodical approach to work	✓	
Confident and personable when interacting with colleagues and volunteers at all levels.	✓	
Capable of remaining calm under pressure while maintaining highest levels of accuracy.	✓	
A strong belief in the power of medical research to transform people's lives.		✓
The ability to be a team player and be flexible in their approach to their work.	✓	

ADDITIONAL INFORMATION

- 30 days plus public holidays
- Flexible working considered.
- Up to 5% employer's contribution to the charity's auto enrolment pension scheme (NEST).
- This position has a 6 months' probation period.

HOW TO APPLY

Closing date: 23:59 Sunday 9th June 2024.
 Invitations to interview: Wednesday 12th June 2024.
 Interviews: Week Commencing 17th June 2024

For informal inquiries about the role, please contact Charlotte Parkin on 0117 3257757 or by email at charlotte.parkin@sightresearchuk.org. If you would like to apply for this role, please send your CV and a covering letter by email to hello@sightresearchuk.org. We will not consider postal applications.