

Job Title: Fundraising Manager

Location: Braintree, Essex (Hybrid working considered)

Contract: 2-year fixed term, part-time (25 hours per week) Scope for increase in the future

Salary: £18,000 - £20,000 per year (pro-rata from £27,000 - £30,000 FTE)

About Braintree Area Foodbank

Braintree Area Foodbank is committed to ensuring that no one in our community has to go hungry. We provide emergency food and support to individuals and families in crisis while working towards long-term solutions to food poverty. Over the past few years, we have shifted our emphasis more towards in-depth support for our clients, helping them to maximise their incomes and create the conditions for them to thrive.

The Role

We are seeking a proactive and driven Fundraising Manager to develop and grow a diverse range of income streams.

You will take ownership of fundraising across multiple areas including corporate partnerships, community fundraising, and individual giving. Work closely with the leadership team and trustees, you will play a key role in strengthening relationships with local businesses, supporters and the wider community to build a fundraising function capable of generating a significant proportion of the Foodbank's running costs.

This is an ideal role for someone who enjoys both strategic planning and hands-on delivery, and who is motivated by building relationships and making a tangible impact locally.

Braintree Area Foodbank Ltd is a charity founded on Christian principles. Not every member of the team is a Christian, but we all subscribe to the same values and trust that new team members will too.

Key Responsibilities

Corporate Fundraising

- Develop and implement a corporate fundraising strategy to increase income from local businesses and organisations.
- Identify, research and approach new corporate prospects, particularly within the Braintree District.
- Develop meaningful relationships with businesses, identifying opportunities for financial support, sponsorship, employee fundraising, payroll giving, volunteering and other forms of partnership.
- Develop appropriate corporate partnership packages and proposals that clearly demonstrate the impact of supporting Braintree Area Foodbank.
- Maintain and develop existing corporate relationships, identifying opportunities to increase and sustain their support.

Community Fundraising

- Develop and grow relationships with churches, schools, community groups and other local organisations.

- Review and develop existing community relationships, identifying opportunities to increase financial support and long-term engagement.
- Develop creative and accessible fundraising opportunities, campaigns and appeals for community supporters.
- Identify and engage new community groups and organisations that could become supporters of the foodbank.
- Provide appropriate fundraising materials, advice and support to enable community fundraisers to maximise their fundraising.

Individual Giving

- Develop and implement an individual giving strategy to increase both one-off and regular donations.
- Develop opportunities to convert one-off donors into regular givers and longer-term supporters.
- Develop targeted appeals and campaigns to encourage individual donations throughout the year.
- Explore opportunities to increase higher-value individual giving and identify potential major donors.
- Develop appropriate donor journeys and stewardship activities so that supporters understand the difference their giving makes.

Relationship Development

- Build and maintain positive, long-term relationships with donors, businesses, community organisations and other supporters.
- Ensure supporters receive appropriate and timely communication, acknowledgement and thanks for their support.
- Develop a structured approach to supporter stewardship, ensuring relationships are actively managed and developed.
- Regularly review the supporter base to identify opportunities for increased giving, repeat support or new forms of engagement.
- Represent the foodbank professionally at meetings, networking events, community activities and other relevant opportunities.
- Develop an understanding of the motivations and interests of different supporters and tailor approaches accordingly.

Fundraising Communications and Engagement

- Lead fundraising-related communications and engagement, working with the Charity Manager to ensure consistency with the foodbank's wider communications.
- Develop and maintain regular communications with donors and supporters, including newsletters, appeals and fundraising updates.
- Use appropriate digital and social media channels to promote fundraising opportunities, campaigns and supporter engagement.
- Work with the wider team to identify stories, statistics and impact information that can support fundraising communications.

Monitoring, Reporting & Administration

- Maintain accurate and up-to-date records of donors, supporters, prospects, relationships and fundraising activity. In accordance with GDPR and the foodbank's policies.
- Develop and maintain a clear fundraising pipeline, recording prospective opportunities, actions, progress and anticipated income.

- Monitor fundraising activity and income against agreed objectives and provide reports to the Charity Manager and Trustees as required.
- Evaluate the effectiveness of different fundraising activities and use data and learning to inform future activity.
- Maintain organised records of fundraising materials, campaigns, contacts and partnership agreements.
- Keep up to date with relevant fundraising regulations, guidance and good practice.

General

- You will be expected to participate in a staff appraisal scheme for yourself.
- Develop and implement an annual fundraising plan in conjunction with the Charity Manager.
- Take responsibility for agreed fundraising objectives and proactively identify opportunities to achieve and exceed them.
- Develop a strong understanding of the foodbank's services, impact, beneficiaries and strategic priorities in order to communicate these effectively to potential supporters.
- Work collaboratively with staff, volunteers and Trustees to identify and develop fundraising opportunities.
- Build a strong understanding of the local community and identify opportunities to increase awareness and support for the foodbank.
- Attend relevant meetings, networking events and community activities as required.
- Ensure fundraising activity is undertaken ethically and in accordance with relevant legislation, guidance and the values of Braintree Area Foodbank.
- Contribute to the wider work and development of Braintree Area Foodbank as required.
- Undertake other reasonable duties appropriate to the role and level of responsibility.

Equal Opportunities

The Board of Braintree Area Foodbank Ltd believes that all people are created equal in the sight of God and seeks to promote all the foodbank's activities in ways which recognise and encourage that principle.

Training

- Induction on commencement of role.
- IT system training for Trussell Trust data program as required.
- Ensure completion of all specific training relevant to your role, take opportunities for further professional development and training as appropriate.

Changes to this Job Description

You have the responsibility to discuss any job changes with your line manager at the time the change occurs and agree any permanent substantial change. You may be required to carry out other duties as reasonably required of you.

Person Specification

Essential

- Experience of fundraising, business development, sales, income generation or a similar role involving securing financial support.
- Demonstrable experience of developing relationships and identifying new opportunities.
- Excellent interpersonal and communication skills, with the ability to build positive relationships with a wide range of people.
- Confident communicating with businesses, community organisations, donors and members of the public.
- Ability to influence, negotiate and confidently ask for financial support.
- Excellent written communication skills, with the ability to produce clear, engaging and persuasive fundraising materials.
- Self-motivated and proactive, with the ability to identify opportunities and work independently.
- Creative and able to develop new ideas and practical approaches to fundraising.
- Strong organisational and time-management skills, with the ability to manage multiple relationships, opportunities and deadlines.
- Good attention to detail and the ability to maintain accurate records and use information effectively.
- Confident using databases, spreadsheets, email and standard office software.
- Commitment to the values and aims of Braintree Area Foodbank and to treating people experiencing hardship with dignity and respect.

Desirable

- Previous experience of fundraising within a charity or voluntary sector organisation.
- Experience of corporate fundraising or developing corporate partnerships.
- Experience of individual or regular giving programmes.
- Experience of community fundraising.
- Experience of developing fundraising campaigns, appeals or supporter communications.
- Experience of using a CRM or fundraising database.
- Experience of payroll giving, sponsorship or employee fundraising.
- Experience of securing higher-value donations or partnerships.
- Experience of working with local businesses or developing business relationships.
- Experience of monitoring fundraising performance and using data to inform decisions.
- Knowledge of fundraising regulations and good practice.
- Understanding of GDPR and data protection in relation to fundraising.
- Experience of working within a small charity or organisation where flexibility, initiative and the ability to take responsibility are important.
- A recognised fundraising or relevant professional qualification.