



## Fundraising Manager Job Description

Salary: £37,000 per annum (WTE)  
£29,600 per annum actual (0.8 WTE)  
Location: The Oval, London

**Role Specification:** The *Music as Therapy International* Fundraising Manager is a part-time role (32 hours per week, 4 days) central to the growth of this brilliant charity with a well-deserved reputation for long-term, meaningful impact. It is important to us that the Fundraising Manager is fully embedded within the team and, as such, our preference is for the role to be undertaken from our office in the Oval. There may be scope for hybrid working arrangements as the role develops.

The role includes responsibility for maintaining and increasing our income from six streams: Grantmakers (e.g. Trusts and Foundations), major donors, regular donors, community fundraising, corporate sponsorship and legacies. The Fundraising Manager will work closely with our Director, with additional collaboration across the wider team, to fulfil our vision and our Strategy 2026-28:

**Vision** To inspire, guide and champion caregivers' use of music to strengthen care

### Strategy

- 1) **EXTEND OUR REACH** by training new caregivers to improve care for more people in more places using an established training toolkit
- 2) **EVOLVE WITH THE TIMES** to upgrade our proven training models and increase our organisational capacity
- 3) **SECURE THE FUTURE** of music within care for people in vulnerable situations worldwide

### Person specification

|                                                                                                          | Essential | Desirable |
|----------------------------------------------------------------------------------------------------------|-----------|-----------|
| <b>Experience</b>                                                                                        |           |           |
| Minimum 3 years' experience in a similar fundraising role                                                | ✓         |           |
| Experience of developing and managing relationships with HNW individuals                                 | ✓         |           |
| Proven track record of securing and reporting on four- and five-figure grants                            | ✓         |           |
| Demonstrable experience of managing donor relations                                                      | ✓         |           |
| Experience of maintaining partnerships with corporate sponsors                                           | ✓         |           |
| Experience of devising and delivering multi-channel fundraising and/or awareness campaigns               |           | ✓         |
| Experience of managing a programme of legacy giving                                                      |           | ✓         |
| Demonstrable experience of designing impact reports, fundraising resources and other marketing materials |           | ✓         |
| Experience of using social media for fundraising purposes (including content creation)                   |           | ✓         |
| Event planning and management experience                                                                 |           | ✓         |
| Experience using MailChimp                                                                               |           | ✓         |
| Experience of press & public relations activities                                                        |           | ✓         |
| <b>Skills &amp; Abilities</b>                                                                            |           |           |
| Proven ability to work independently and with a team                                                     | ✓         |           |
| Strong numeracy skills and accuracy                                                                      | ✓         |           |

|                                                                                                                                | Essential | Desirable |
|--------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| <b>Skills &amp; Abilities (Cont'd)</b>                                                                                         |           |           |
| Outstanding communicator in written and spoken English with ability to adapt tone and messaging for different stakeholders     | ✓         |           |
| Proven excellent organisational skills, ability to prioritise workload and deliver to deadlines                                | ✓         |           |
| Strong research skills                                                                                                         | ✓         |           |
| Strong attention to detail                                                                                                     | ✓         |           |
| Proven ability to create and implement a fundraising strategy                                                                  | ✓         |           |
| MS Office proficient                                                                                                           | ✓         |           |
| Experience of design software (e.g. CANVA)                                                                                     |           | ✓         |
| <b>Knowledge</b>                                                                                                               |           |           |
| Awareness of contemporary fundraising practice and trends                                                                      | ✓         |           |
| Knowledge of the Fundraising Regulator's Code of Practice, legal requirements relating to fundraising & information governance | ✓         |           |
| An interest in music and the mission of the charity                                                                            | ✓         |           |
| Understanding of the role of external communications (social media, email marketing) within fundraising                        |           | ✓         |
| An interest in design and/or content design                                                                                    |           | ✓         |
| Awareness of trends and discourse in social issues, international development and charity management                           |           | ✓         |
| <b>Other attributes</b>                                                                                                        |           |           |
| Confidence, resilience and maturity                                                                                            | ✓         |           |
| A friendly, flexible team player                                                                                               | ✓         |           |
| A positive outlook and a charitable mindset                                                                                    | ✓         |           |
| A commitment to learning with a curiosity to deepen understanding                                                              | ✓         |           |
| Reliable                                                                                                                       | ✓         |           |

## Summary of Responsibilities

### 1) Fundraising

- To take overall responsibility for all fundraising activities and uphold the integrity of the charity at all times
- To develop and implement fundraising strategies in line with organisational priorities, with guidance and support from the Director
- To maintain meaningful stewardship of individual and major donors (ensuring they are thanked, receive timely and informative updates)
- To maintain the delivery of our 'Key Notes' e-newsletter, devising content to champion our impact and inspire our supporters, and using analytics to inform supporter stewardship and/or future content.
- To identify opportunities to invite supporters to increase their level of giving, with scope to co-ordinate small donor-engagement events
- To develop relationships with new donors
- To research and identify potential grant opportunities (including trusts, foundations and corporate sponsors)

- h. To plan, write and submit compelling funding applications to grant-making organisations to finance specific activities and support the charity's strategic goals, working with the team to collect activity-related detail, budget and impact information
- i. To ensure fundraising materials are kept up-to-date and disseminated as needed (e.g. Legacy Giving leaflet, Community Fundraising guide)
- j. To lead the charity's Community Fundraising activities, including the promotion of opportunities for volunteer fundraisers to undertake independent fundraising initiatives, the provision of material and moral support to such volunteer fundraisers, and nurturing their relationships with the charity
- k. To promote opportunities to leave a legacy to the charity (providing information and maintaining relationships with donors who commit to leaving a legacy to the charity; working with families and executors to receive and report on legacies)
- l. To provide the Operations Officer with necessary information to maintain and update our donor records on the database
- m. To work with the Operations Officer and the Director to ensure restricted donations are recorded accurately, depleted in compliance with donor stipulations and reported against fully.
- n. To support the Operations Officer with Gift Aid administration, including annual claims.

## **2) External Comms**

- a. To ensure any external communication activities have integrity (incl. responsible use of media assets) and are aligned with the charity's tone of voice and branding
- b. To monitor, research and identify opportunities to apply to relevant awards and lead on any applications
- c. To contribute to our analysis of impact data, working with the team to identify scope to champion our impact in different ways for different audiences.
- d. To encourage the use of appropriate fundraising calls-to-action across our website and social media posts (including fundraising appeals, invitations to subscribe to 'Key Notes')
- e. To contribute to evaluating the impact of our use of external comms for fundraising purposes and use learning to inform future social media use
- f. To contribute to the creation of the charity's annual Impact Report as required
- g. To work with the Operations Officer to contribute content to the charity website (e.g. copy for web pages, news posts, stories).

## **3) Charity Development**

- a. To keep abreast of changes and trends within fundraising approaches, sharing learning with the team and implementing changes to the charity's approach where appropriate
- b. To contribute to charity recruitment activities, if required.

## **4) Governance**

- a. To maintain an accurate record of restricted and designated funding (and expenditure against such income)
- b. To maintain compliance with our 'Major Donor & Anti-Money Laundering Policy', keeping records of all relevant donations and providing this information for the external examination of our accounts, to the Charity Commission and/or other statutory bodies as required
- c. To ensure any fundraising complaints are handled in accordance with our Fundraising Complaints Policy
- d. To provide the Director with timely information to inform financial forecasting and reporting
- e. To deliver periodic fundraising reports, forecasts and analysis for the Director and Board of Trustees

- f. To contribute to our annual review of the charity's policies, with specific responsibility for those relating to fundraising (including updating them as necessary).

## **5) Administration**

- a. To fulfil our requirements in terms of logging hours worked, leave taken etc in compliance with our Managing your Time and Annual Leave policy
- b. To engage with mechanisms in place to support flexible home working and peer support if working remotely
- c. To contribute to the smooth running of the office, to keep the office work environment working efficiently.

## **6) Other**

- a. To attend and contribute constructively to team meetings, Trustee Meetings (max. 3 per year) and undertake any other reasonable tasks that support the smooth running of the charity
- b. To participate in the charity's employee review process
- c. To contribute to our ethos of good will and peer support with the internal team, volunteers, project partners, project contributors, Trustees and Advisory Panel in their different strands of work.

*Last updated: 01/09/26*