



Fundraising Manager

Job pack

Thank you for your interest in working at Citizens Advice in North and West Kent. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice.

In this pack you will find:

- Our values
- Three things you should know about us
- Overview of Citizens Advice and Citizens Advice in North and West Kent
- The role profile and person specification
- What next

Our values

We are inventive. We are not afraid of trying new things and learn by getting things wrong. We question every idea to make it better and we change when things are not working.

We are generous. We work together, sharing knowledge and experience to solve problems. We tell it like it is and respect everyone.

We are responsible. We do what we say we will do and keep our promises. We remember that we work for a charity and use our resources effectively.

3 things you should know about us

1. We are local and we are national. We have six national offices and offer direct support to people in around 300 independent local Citizens Advice services across England and Wales.

2. We are here for everyone. Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we will not turn people away.

3. We are listened to - and we make a difference. Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.



About Citizens Advice in North and West Kent

Citizens Advice in North & West Kent (CANWK) is an independent charity affiliated to national Citizens Advice. We are a dynamic and forward-thinking organisation, working proactively to deliver a wide range of high-quality advice services across the area to give people the knowledge and confidence they need to find their way forward – whoever they are and whatever their problem.

CANWK supports a population of over 650,000 people across Dartford, Gravesham, Sevenoaks, Swanley, Tonbridge & Malling and Tunbridge Wells districts. We have 6 permanent offices (one in each of the town centres in which we operate) and several in-person and video outreaches across the area. We have embraced technology in our advice-giving and our freephone Adviceline service and video advice hubs are the quickest and easiest ways to access our advice, with face-to-face sessions saved for those clients or situations where it is needed.

Advice is delivered primarily by trained volunteers drawn from our local community, supported by experienced supervisors and specialist staff to support clients with particularly complex cases. We have specialist advice teams working on immigration, housing/homelessness, benefits/welfare rights, debt and employment. Alongside direct advice-giving, we also help people improve their lives, be that through energy advice, digital skills, financial capability training or scams awareness. We also carry out research and campaigns to improve the policies and practices that affect people's lives.

Faced with ever increasing demand for our advice, we have embraced innovative ways to engage with hard-to-reach people in our community and to maximise the impact of our limited resources. Last year we helped almost 17,000 clients to find solutions to their problems, build the knowledge needed to avoid problems in the future and feel empowered to resolve issues on their own.



The role

Fundraising Manager

Hours: 21 hours (0.6 FTE)

We are open to applicants flexible working arrangements.

Salary: £37,000 - £42,000 per year, pro rata

Status: Permanent

Location: Hybrid but must be able to come into the office once per week

The Fundraising Manager is responsible for delivering our fundraising strategy and increasing our income from various income streams.

Reporting to the CEO, the role would suit somebody with excellent communication skills. Experience in trust fundraising is desirable but if you have a background in communications or marketing and can write compelling bids explaining the importance of our work to funders and donors in an effective way, then this might be the role for you.

The Fundraising Manager will work with colleagues across the service to develop and deliver our fundraising strategy. It is essential for the role holder to develop and build relationships with key partners externally and to work closely with the management team.

The role will focus on achieving our fundraising targets, expanding current income streams, and developing engagement and opportunities to support growth. That will include bid-writing, grant applications, and assisting the community fundraising officer as required.

We offer a competitive salary, flexible working, pension and will assist you to develop your career whilst understanding the importance of a healthy work-life balance.



Role profile

Key areas of responsibility

Fundraising Strategy

- Collaborate with the management team to develop and implement an effective and growing fundraising strategy
- Increase net income from multiple income streams including trusts and other grant giving institutions.

Bid Writing and Proposal Development

- Develop compelling proposals and bids to secure income on behalf of Citizens Advice in North and West Kent
- Work collaboratively with colleagues across the organisation in the preparation of bids, to ensure proposals fit with wider strategic objectives and client needs.
- Identify and pursue new funding opportunities to support organisational growth
- Maintain strong relationships with funders and partners, ensuring clear and consistent communication throughout the bidding process
- Monitor, evaluate, and report on the success and impact of submitted bids
- Maintain records of all fundraising activity accurately and ensure that all records are kept up to date.

Other responsibilities

- Compile reports and analysis of fundraising activity as required, including regular reports to the CEO and Board of Trustees.
- Carry out any other tasks that may be within the scope of the post to ensure the effective delivery and development of the service.
- Demonstrate commitment to the aims and policies of Citizens Advice.
- Abide by health and safety guidelines and share responsibility for own safety and that of colleagues.



Person specification

	Essential or Desirable
Knowledge	
A general understanding of the principles which govern UK charities	E
Experience	
Experience in working effectively with external organisations	E
Experience in fundraising, sales and marketing or equivalent field	E
Experience in working within established brand guidelines	E
Experience in organising and running events	D
Experience of collaborating with Senior Managers and Trustees to support the delivery of an organisations' strategy	D
Experience in budgeting and financial reporting	D
A broad experience of multiple fundraising disciplines including trusts, community, events	D
Skills	
Proven ability to make a persuasive, inspirational and compelling case in writing.	E
Very strong written and verbal communication skills, with the ability to tailor messages to different audiences.	E
Exceptional research and analytical skills,	E
Highly organised, with the ability to prioritise tasks	E
Able to manage own time and achieve strict/multiple deadlines.	E
Strong relationship management skills, with the ability to build and maintain effective partnerships with funders and stakeholders.	E
Ability to work with varying levels of support; from working completely independently under own initiative to working collaboratively with a lot of input and critique.	E
Rigorous attention to detail.	E

High level of IT competence including excellent research skills and data management skills.	E
Other	
Willingness to undertake further training	E
Commitment to Citizens Advice aims, values and ethos including maintaining client confidentiality and delivering a high-quality professional service.	E
The post holder may be expected to be available to attend and oversee events which may fall outside of normal working hours	E
Willingness to be flexible by undertaking additional duties and working to tight deadlines when needed	E
Willingness and ability to travel to other offices in Kent as needed	E

In accordance with Citizens Advice national policy, the successful candidate may be screened by the DBS. However, a criminal record will not necessarily be a bar to your being able to take up the job.

What next

To express an interest in this position, please email your CV to:

helen.beckerson@nwkent.cab.org.uk Helen is also open to an informal chat or to discuss the role if you would like to – please just send her an email to the address above.

There is no closing date for this role. We will remain open to applications until a successful appointment has been made, so if you are interested in the role, we would encourage you to apply as soon as possible.