

Job Description

Title:	Fundraising Resource Manager (High Value)
Directorate:	Fundraising, Marketing and Communications
Responsible to:	Head of Philanthropy
Grade:	3.2

Main purpose of the job

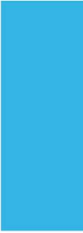
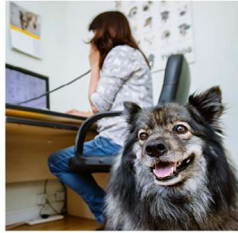
The Philanthropy team are responsible for managing relationships with, and securing donations from, mid and major value individuals and trusts & foundations.

The team is split into two functions that work in close partnership: one responsible for managing the internal resource and information required to make a high-value fundraising thrive, (led by this role and supported by one officer), and one responsible for the bespoke relationship management and solicitation of gifts from major donors (led by the Senior Philanthropy Manager, and supported by a Philanthropy Manager and two Philanthropy Officers).

This post is integral in leading on the operation and resource requirements of high value and relationship led fundraising at Blue Cross, which also includes some support for corporate and community fundraising. This includes (but not exhaustive to): delivering high quality prospect research, helping drive pipeline performance through identification of leads, as well as overseeing due diligence requirements; leading on the development of fundraising propositions, including the management of funding opportunity information and case for support resource; providing insight and performance information, overseeing CRM, financial, and KPI reporting and processes that support the Head of Philanthropy, as well as relationship managers with donor journey and pipeline management; and support with any other requirements of the relationship management team, such as event and stewardship support.

Key responsibilities

- Leading the delivery and management of fundraising resource in the following key areas:
- Development of funding propositions and portfolio management, along with associated planning and processes.
- Coordination of service, impact and funding information required for propositions, bespoke proposals, and donor reporting.
- Delivery and maintenance of a comprehensive, and transformational, suite of Cases for Support and fundraising assets to support donor cultivation.
- Prospect research function lead, formulating and delivering a prospect research strategy that helps drive pipeline performance and growth, as well as ensures compliance with due diligence policies and processes.
- Provide insight and facilitate the development of pipeline, KPI and financial performance monitoring, reporting and trend analysis.
- Development and ongoing management of the CRM database for relationship fundraising, ensuring best practice usage, quality and accurate data capture and fit for purpose reports and analysis to manage donor journeys and team performance.
- Ensure all necessary controls and monitoring is in place, to ensure compliance with fundraising codes of practice, all other external regulations, and internal policies.



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- Represent the resource team cross departmentally and at all levels, developing strong internal key stakeholder relationships to drive resource requirements.
- Keep up to date with current fundraising trends, and liaise with peers across the sector, to feed insights into the wider team.
- Line manage the Fundraising Resource Officer.
- Manage the resource team budget.
- Deliver and continuously improve any other operational, resource and process requirements that supports the relationship fundraising teams, to include event and stewardship programme delivery support.

Other duties and responsibilities

- Undertake other duties as required by the Head of Philanthropy

The person

You will be curious and have a passion for high value and relationship-based fundraising. Your approach is bold and brave, and you think creatively about identifying opportunity.

You will be a strategic thinker who is confident leading on the operational requirements of a team, with efficiency and effectiveness at the core of your approach.

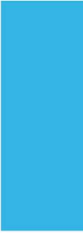
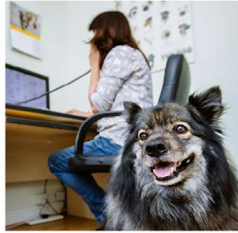
Data and insight analysis and prospect research and can demonstrate how you've used that to direct the performance of a successful major gift fundraising or business intelligence team. Your natural ability to solve problems, your creative thinking and your can-do attitude unlocks valuable opportunity for the team you support.

You will understand the importance of adhering to industry legislation, and work with a high degree of professionalism, confidentiality, and discretion.

You can build stakeholder relationships which drive things forward and achieve results.

Essential qualifications, skills, and experience

- Experience of developing supporter orientated propositions and Cases for Support
- Experience of funding proposition portfolio planning and management
- Experience of identifying and researching high level major gift prospects in support of the successful solicitation of 5, and 6 figure gifts
- Experience of developing and maintaining processes for prospect identification, qualification, research, and tracking
- Experience in interrogating and analysing data, to draw meaningful insights that support strong fundraising performance.



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- Experience of designing and producing a range of reports, ideally from a CRM as well as offline, to support and drive performance.
- Working knowledge of project management processes and tools
- Experience of supporting high-value fundraising teams
- Track record of improving processes to achieve financial and non-financial objectives.
- Experience of liaising and working collaboratively with internal stakeholders at all levels
- Comprehensive understanding of managing personal data in accordance with GDPR, data protection legislation and fundraising ethics
- Experience of working in a highly analytical role requiring attention to detail
- Training and/or experience in data and information management and analysis
- Ability to demonstrate, understanding and apply our Blue Cross values.

Desirable qualifications, skills, and experience

- Experience of working with an animal welfare charity
- Experience of line management
- Advanced user of online and traditional prospect research resources
- A fundraising qualification or evidence of CPD

The duties outlined in this job description are not intended to be exhaustive and may be subject to periodic review and amendment to meet the needs of Blue Cross.

Our values

Our values define the way we do things. We use them every day to guide us, and to make sure we put people and pets at the heart of everything we do.

Compassionate: We listen, we are non-judgmental, we are kind and caring to the pets and people we encounter, and we offer support in difficult times

Courageous: We make brave decisions, embrace change, and encourage innovation, ensuring we always act with integrity – doing the right thing even when no one is looking

Inclusive: We value all our relationships and work in an open and positive culture where we celebrate our diverse talents and empower you to be you