



Job Application Pack Charity Development Manager



Royal School for the Blind
Charity, Liverpool

www.rsblind.org
www.rushtonfutures.com

Charity Number 526090

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Welcome from the Chair of Trustees of the Royal School for the Blind Charity

The history of our Charity stretches back over 230 years to the foundation of a school for the blind by Edward Rushton (1756-1814). Since 1898 the school has been based in Wavertree, and in 2016 Rushton Futures opened alongside the school on the same site, providing a service for young adults with complex needs. Through personalised education, care, therapeutic programmes, and a commitment to dignity and inclusion, we empower individuals to reach their full potential.

As we continue to expand our impact, fundraising plays a vital role in sustaining and developing the life-changing services we provide. We are seeking a dedicated and proactive Development Manager to help strengthen our fundraising activity, build meaningful relationships with supporters, and contribute to initiatives that directly enhance the lives of those in our care. This is an exciting opportunity to join a passionate and collaborative team, bringing creativity, energy, and compassion to a role that truly makes a difference.

This role offers the opportunity to contribute directly to the growth and sustainability of a well-established charity. If you are motivated, organised, and interested in playing a key part in strengthening the charity's future, we welcome your application.

Colonel Martin Amlôt
Chair of Trustees

About the Rushton Centre Project

The Development Manager's primary work in the initial phase of the role will be to direct a fundraising campaign for the new Rushton Centre. The Centre is being designed to meet the changing needs of the Charity. As well as a hydrotherapy pool we want to open a café which will give young people with additional needs opportunity for work, and we want to create additional spaces. Working to a social enterprise model, which will generate income and create sustainability, we hope this building will shape the next phase of the Charity's mission.

The Centre will cost an estimated £4M. The trustees are in a position to contribute £1M from reserves, but the Development Manager will play a crucial role in designing and implementing a fundraising strategy for the remaining funds.



Job details, benefits, and application process

Job Title: Charity Development Manager

Hours: Full Time (37 hours per week)

Location: Hybrid

Responsible to: Charity Leadership Group

(line management initially by the Head of Rushton Futures)

Pay: £35K-£40K, depending on experience

Benefits:

- Flexible working
- 24 days annual leave + Bank Holidays
- Pension Scheme (7.5% employer contribution)
- Refer a friend Scheme (Currently £500)
- Employee Assistance Programme
- Medicash
- Cycle to work scheme.
- Salary Sacrifice Pension Scheme
- Christmas Club
- Occupational Sick Pay

To apply for this post, please complete the application form and return to hr@rsblind.co.uk by **9am on Tuesday 5 May**. Interviews will be on **Tuesday 19 May**. For an informal conversation or to arrange a visit please contact the Head of Rushton Futures: crispin.pailing@rushtonfutures.com or 0151 294 4627. Shortlisted applicants will be invited for a tour of the Charity before the interview day.

Job description

Main Purpose

The Charity Development Manager is responsible for securing financial support to sustain and grow the Royal School for the Blind Charity's work through donor engagement, campaigns, and strategic fundraising initiatives. A priority will be to launch a £3M fundraising campaign to build the Rushton Centre, with facilities to support the activities of the Charity.

Responsible to:

The Charity Fundraiser will be responsible to the Charity Leadership Group. Initially line management will be by the Head of Rushton Futures.

Responsible for:

- Strategic planning of fundraising for the Charity
- Donor recruitment and stewardship
- Grants and Trusts applications

Key Tasks

1. Develop and implement fundraising strategies and campaigns to meet organisational goals and ensure financial sustainability.
1. Identify and cultivate relationships with potential donors, sponsors, and foundations, including individuals, corporations, and community organisations.
1. Research and pursue grants and trusts applications, managing the process from start to finish.
1. Coordinate and oversee current charitable donations and legacies.
1. Work with colleagues at the Charity to identify funding priorities; liaise with key post-holders, including the Finance Manager, to meet audit and compliance requirements.
1. Organize fundraising events and initiatives, such as galas, charity drives, and online campaigns, to generate donations and increase public awareness.
1. Manage donor databases and maintain accurate records of contributions, sponsorships, and communications.
1. Take a supporter-centred approach in all your work, building strong, respectful relationships with donors.

1. Communicate the organization's mission and impact to donors, stakeholders, and the public through presentations, newsletters, and promotional materials.
1. Be responsible for managing and promoting our fundraising profile through social media and other online presence.
1. Monitor and evaluate fundraising campaigns to assess effectiveness and inform future strategies.

General

1. Have due regard for safeguarding at all times, promoting good safeguarding practice across the service.
1. Work with colleagues across the Royal School for the Blind Charity to promote collaboration and shared resources.
1. Ensure that the confidentiality of personal information remains secure in line with Charity policies and the data protection legislation.
1. Ensure our fundraising activities are compliant with the Chartered Institute of Fundraising Guidelines.
1. Respond to all learning and development opportunities where appropriate.
1. Perform other duties commensurate with grade and experience as required.

This job description may be reviewed at the end of the year or earlier if necessary to take account of any development or change, which may be required for the benefit of the Charity. In addition it may be amended at any time in consultation with you.

Safeguarding

The Charity considers safeguarding as its highest priority and fosters an active safeguarding culture. The post will be subject to a range of pre-employment checks, including collection of 3 references, online checks and an Enhanced Disclosure and Barring Service check.

Person Specification

Job Title: Charity Development Manager Location: Hybrid	Essential or Desirable
KNOWLEDGE AND EXPERIENCE	
<ul style="list-style-type: none"> • A commitment to ethical fundraising practices. • Proven experience supporting or delivering multi-channel fundraising campaigns, from concept through to evaluation. • Strong organisational skills with the ability to manage multiple projects and priorities. • Up-to-date training and hands-on experience of SEO, with the ability to apply best practice to optimise digital content and campaign performance. • Understanding of digital marketing techniques and tools. • Experience collecting, coordinating, and managing creative content for online and offline fundraising campaigns. • Experience of using Meta Ads Manager. • Familiarity with Engaging Networks (Campaigns, Events and Fundraising modules) would be desirable. 	E E E E E E D
SKILLS AND ABILITIES	
<ul style="list-style-type: none"> • Creative, curious and comfortable working in a fast-paced, varied role. • Highly organised, with strong project management skills and the ability to juggle multiple priorities and deadlines. • Self-motivating and proactive with a proven ability to use own initiative when making decisions and planning. • Confident collaborator, able to work effectively with internal teams and external suppliers to deliver projects on time and within budget. • Excellent and accurate written and oral communication skills, with the ability to adapt tone and messaging for different audiences and channels. • Supporter-centred mindset, with a genuine commitment to building positive, respectful relationships with donors and supporters. • Interest and empathy with the activities of the Royal School for the Blind Charity. • Good understanding of fundraising regulations and best practice 	E E E E E E E E
PERSONAL SKILLS AND ATTRIBUTES	
<ul style="list-style-type: none"> • Caring of others, able to Collaborate with others, seeks to advocate for others • Creativity • Positive approach towards the management of change and introduction of new initiatives • Demonstrate personal enthusiasm and commitment • Listen to and reflect on feedback • A genuine desire to participate fully in the life of the Charity and to work as part of its forward-thinking team of professionals. 	E E E E E E