

JOB DESCRIPTION

Job title	Fundraising Development Manager
Reports to	Head of Marketing and Fundraising
Line manages	Fundraising Executive
Department	Marketing & Fundraising
Salary	£40,000
Contract	Permanent
Hours	37.5 (open to 4 days a week and flexible working patterns)
Work Pattern	Monday to Friday with some occasional weekend or evening work
Location	At least 2 days a week in London office (Brixton) or workshop/shop at meetings (Deptford/Camberwell) rest of time can be remote.

ABOUT THE BIKE PROJECT

The Bike Project is an award-winning charity which refurbishes second hand bikes and donates them to refugees. We were founded 10 years ago by, Jem Stein, after he struck up a friendship and found a bike for Adam, a Darfuri refugee who had fled his home in Sudan after war broke out.

Now just over 10 years later, The Bike Project has grown into a national operation with new CEO, hundreds of volunteers, a team of 27 committed staff, roadshows in different cities, a shop and two workshops, one in the capital and one in Birmingham.

To date we have supported over 12,000 refugees and people seeking asylum by giving them a refurbished bike. In addition, we have supported hundreds through our programmes designed to build confidence and build friendships in the local community.

PURPOSE OF THE ROLE

This role will focus on gaining support for The Bike Project (TBP) from both corporate partnerships and major donors alongside line managing the Fundraising Executive. There are three key pillars of this role which are detailed below:

Corporate Partnerships

Lead the income generation from corporate partnerships for The Bike Project (TBP). The post holder will be tasked with developing current and new corporate partnerships to achieve mutual benefits for both parties. The post holder will lead on end-to-end relationship management of our corporate partners ensuring that they receive an excellent level of donor care through applying a personalised stewardship journey. Ensuring that our partnerships have maximum impact for both TBP and our corporate partners. This role will lead the development, testing, learning and refining of our new income generation activity which will see TBP offer in-house employee bike servicing and corporate away days to organisations using our expertise and experience.

Major Donors - Philanthropy

Manage the Major Donor income stream for TBP ensuring that income is achieved and sustainably grown through retaining and increasing current givers. Identify prospective donors and engage them with the work of TBP – these relationships will be either held by yourself or by the CEO, trustees, and volunteers. Create a programme of activity to engage our potential and current major donors. Secure gifts by making appropriate asks which fit with donors' aspirations and interests – you will make the ask and support others CEO, Board, volunteers to do so. This work stream will be supported with this work internally by the CEO, HoMF and Head of Grants & Impact.

Line management of the Fundraising Executive

Support and develop the Fundraising Executive to achieve their work plan by sharing knowledge and skills. This role will be responsible for providing support to the Major Donor and Corporate Partnerships activity. Alongside this it will support with The Head of Impact with Trust and Grant applications and lead the thanking and banking for the team and management of our Community Fundraising.

As a key member of The Bike Project, you will build strong effective relationships with the wider team, within both the Marketing and Fundraising team and also wider within our programmes and site (delivery) and operations teams.

PRINCIPLE ACCOUNTABILITIES

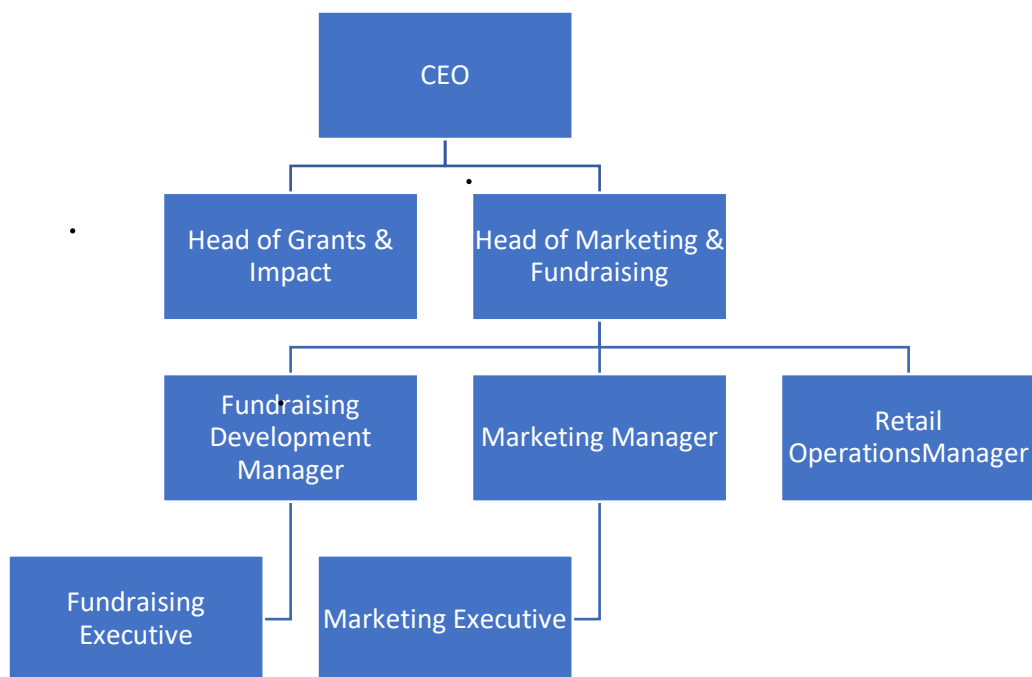
1. To achieve personal income targets and contribute to the overall team fundraising target.
2. To develop corporate partnerships which increase the impact of The Bike Project including:
 - Review, develop and maintain The Bike Project corporate partnerships opportunities and benefits with support from the HoMF
 - Identify new potential corporate prospects through research and networking.
 - Create impactful resources to engage new corporates with support from the Marketing Manager.
3. To develop, test, learn and refine the in-house employee bike servicing and corporate away day offer for corporates.
4. To develop and oversee our major donor fundraising including:
 - Identify, qualify, and cultivate (either personally or with the support from the CEO, Board, Volunteers) a pipeline of prospective donors.
 - Responsible for creating and implementing a stewardship journey for our major donors
 - To directly make the ask for gifts or support others to do so.
5. To develop knowledge and understanding of key issues and trends relating to fundraising for The Bike Project including cycling industry, bike sales, refugee sector, CSR/ESG, government policy and our impact.
6. To work together with the HoMF to develop our understanding of donors motivations, and areas of interest to create well thought through proposals for gifts across all fundraising activity.
7. To line manage the Fundraising Executive including:
 - Support and develop the Fundraising Executive to provide research and admin tasks to support the development of Corporate Partnerships, Major Donors, Trusts & Grants.

- Support the Fundraising Executive to manage TBP Community Fundraising (mainly reactive currently).
 - Volunteer management at events, onboards and in the office where relevant.
8. To effectively manage assigned budgets and to ensure excellent keeping of records and income coding for both internal and external reporting including:
 - Develop processes to ensure efficient and effective fundraising operations and accurate recording of activity on Salesforce.
 - To update Salesforce, to ensure that it holds accurate records of all our supporters, their activity and data preferences.
 - Support monthly and quarterly and annual tracking, reporting and forecasting of income.
 - Deliver regular reporting and evaluation where required.
 9. To develop processes to ensure efficient and effective fundraising operations including for managing fundraising data on Salesforce and compliance with GDPR and Data Protection and ensure compliance.
 10. Develop our fundraising stewardship journeys, ensuring donors and organisations have a great experience and we maximise retention.
 11. To be responsible for the Health and Safety of themselves and to co-operate under the Health and Safety at Work Act 1974 to ensure safe working practices are maintained.
 12. To be aware, recognise, respond and report any concerns or incidents to our Safeguarding Lead in line with our safeguarding policies and procedures and help with onward referrals to further support as required.
 13. To carry out other duties from time to time as requested by the Head of Marketing and Fundraising or SMT.

The Marketing and Fundraising Team

This role will be part of a team (currently five members of staff) which leads the Marketing and Fundraising for The Bike Project. Alongside corporate and major donor activity the team works on a wide variety of tasks and projects from events, to appeals for cash and bike donations to researching new fundraising activities and creating marketing content to grow our community of supporters. We meet weekly (currently on a Wednesday) to work together in our office in Brixton. The team is investing in staff training and development to support the testing of new income generation activities which makes it an exciting, ambitious place to be.

The Bike Project employs 30 members of staff across the charity who work in operations, retail, our workshops, and programme delivery. We have a Senior Management Team which is led by the CEO.



PERSON SPECIFICATION

	Requirement	Essential	Desirable	Method of Assessment
Previous Experience				Eg. Application, Assessment and Interview
	Proven experience securing income directly from Major Donors and/or businesses organisations.	X		application/interview/task
	Evidence of leading or contributing to a major relationship which achieved significant income for an organisation.	X		application/interview
	Experience developing new and established partnerships to generate significant benefit for an organisation.	X		application/interview/task
	Experience of project managing income generation projects	X		application/interview
	Experience of event management		X	Application/interview

Skills				
	Ability to think strategically and tactically about relationships with stakeholders and potentially funding projects	X		application/interview/task
	Understanding of business motivations and the ESG landscape	X		Interview/task
	Ability to confidently present to external stakeholders with impact	X		task
	Additional language skills (preferably Arabic, Amharic, Farsi, French, or Spanish).		X	Application
	Ability to influence and negotiate with stakeholders to achieve positive outcomes	X		Interview/task
	Good verbal and written communication skills	X		application/interview
	Confidence to make a direct ask for income or to support others to do so	X		application/interview
	Ability to manage others and offer them development and support	X		application/interview
	Confidence working with computers and Microsoft Office; knowledge of Word, Excel, and Outlook.	X		application/interview
	Ability to converse eloquently with a diverse set of stakeholders	X		application/interview
	Experience using databases	X		application/interview
	Experience selling products to businesses		X	application/interview/task
Personal Qualities				
	Strong growth mindset	X		application/interview
	Able to work as part of a wider team as well as being			application/interview

	proactive and can work independently.			
	Friendly and professional demeanour.	X		application/interview
	Ambitious and keen to succeed, happy to work autonomously	X		application/interview
Other	Commitment to The Bike Project's values and ethos, with evidence of alignment with the organisation's vision.	X		application and Interview
	Knowledge of the refugee sector in the UK and experience of working or volunteering for a charitable organisation.		X	application and Interview
	The right to work in the UK with immediate effect	X		application
	Ability to work occasional weekends and evenings and to travel nationally.	x		application/interview