

JOB DESCRIPTION

Job Title: FUNDRAISING MANAGER

Reporting to: Chief Executive Officer (CEO)

Reports from: Volunteers

Key Relationships: CEO, General Manager, Marketing consultant, Finance Administrator and volunteers who support our bid-writing and events attendance.

Purpose of Job: To lead on growing our income and expand our pool of donors, to promote the financial security and sustainability of P2P. Working closely with the CEO, the postholder will help secure and sustain existing and future funding streams. The Fundraising Manager will be required to support the fundraising team as well as lead on researching and identifying potential new funders, submit applications, and build strong relationships with donors.

The post-holder will cover the whole spectrum of fundraising duties and needs to think strategically and work operationally. They will need to be confident in representing the organisation externally and coordinate and maintain strong working relationships.

Location: This role is based in the main People to Places in SC House, Maidenhead, although P2P are moving office to a new location in Maidenhead in the next 6 months. In addition, P2P has Shopmobility offices in Windsor and Maidenhead.

Occasional working from home is permissible with a minimum of three days in the office. However this role is at the start of building a new team and the individual's presence is vital to provide the necessary leadership so this is expected to be a higher proportion initially.

Hours: 37.5 hours per week.

Key Responsibilities:

- Lead on achieving annual fundraising targets
- Promote P2P through profile raising activities
- Manage the development of P2P's fundraising capacity
- Contribute to the development of P2P

1. Fundraising Activity

Take responsibility for the delivery of fundraising services within agreed financial boundaries. Building on current activities, develop new channels for fundraising.

- 1.1 Lead on managing an annual fundraising programme, working with the CEO, Trustees and volunteers, specific areas of activity to include:
 - Bid-Writing: Grants
 - Tender Submissions
 - Major & Community Fundraising: High Net Worth Individuals
 - Corporates
 - Gift in Wills
 - Friends
 - Development of new channels, including but not restricted to:
 - Ebay retailing, (currently £00s - £000s)
 - Easyfundraising (currently £00s)
 - RBWM Community Lottery (currently £00s)
- 1.2 Lead on providing any funding-specific monitoring and reporting information to funders, partners and stakeholders as appropriate.

2 Profile Raising Activities

- 2.1 Promote P2P through profile raising activities:
 - Networking with local partners.
 - Facilitate a promotional presence at non-P2P events.
 - Deliver a programme of P2P publicity events.
- 2.2 Organise the printing and distribution of marketing materials as necessary.
- 2.3 Manage profile raising resources as necessary.
- 2.4 Develop a portfolio of service user profiles for promotional usage.
- 2.5 Work closely with our marketing consultant (design, social and traditional media lead) to support good levels of coverage across all media channels.

3. Manage the development of P2P's fundraising capacity

- 3.1 Develop the fundraising team and its capacity, which is initially based on volunteers.
- 3.2 Manage the organisational "shopping list of priorities", working with the CEO and General Manager.
- 3.3 Ensure the appropriate administration of grants, particularly restricted or any designated funds, working closely with the Finance Administrator.
- 3.4 Maintain a database of appropriate bidding opportunities and ensure as far as possible that professional applications are submitted for these opportunities.
- 3.5 Develop appropriate fundraising infrastructure resources including software and data management.
- 3.6 Monitor the outcomes from fundraising and profile raising activities.
- 3.8 Develop a policy framework for fundraising and profile raising activities arising from legislative/regulatory changes and best practice guidance.
- 3.7 Lead on training, including safeguarding and role related development.

4. Management Team

Contribute to the overall organisational development of People to Places.

- 4.1 Contribute to Business Development Committee/Board of Trustee meetings as required.
- 4.2 Provide strategic direction for fundraising activities including “horizon scanning” for the latest innovations.
- 4.4 Provide monthly updates on the outcomes of fundraising activities.
- 4.5 Hold responsibility for risk management for the sphere of fundraising activities.

5. Contribute to Other Activities of the charity

- 5.1 Support the promotion of the organisation and its vision at any appropriate opportunity.
- 5.2 Support the safe operation of the organisation by pro-actively responding to any situation that may cause concern and to report such concerns to the CEO as necessary.
- 5.3 Undertake any other tasks commensurate with the position and level of authority within People to Places as directed by the CEO.

Date: March 2024

PERSON SPECIFICATION

Job Title: FUNDRAISING MANAGER

	ESSENTIAL	DESIRABLE
Education & Training	A high standard of education and excellent communication skills in both written and spoken English	Evidence of continuous professional development
	An appropriate management qualification	Level 4 certification in management
	Knowledge and understanding of statutory, trust and institutional fundraising, including research sources and funding criteria	Member of the Chartered Institute of Fundraising
Experience	Experience of effectively managing a fundraising team	5 years' experience of leading a fundraising team
	A strong track record of fundraising, including bid writing, high net worth individuals, corporates and trusts	
	Able to prioritise workloads and respond to competing deadlines	
	Experience of developing strong partnerships, particularly with corporates, trusts and major donors.	
Skills & Abilities	Outstanding communication skills, including experience of communicating effectively across varied audiences, both verbally and in writing	Empathy with service users, their families and carers
	Able to build strong and lasting relationships with key stakeholders	Developing and training team members including volunteers.
	Excellent organisational, planning and project management skills	Experience of CRM system design and development.
	Highly proficient in the use of common office and related IT systems	Effective use of a fundraising CRM database
	Strong financial management and budgeting skills	

	ESSENTIAL	DESIRABLE
Personal Requirements		
	Able to demonstrate a commitment and sensitivity of the aims of P2P.	Full, clean Driving License
	Commitment to equal opportunities	First Aid training
	Prepared to work outside of normal hours as necessary	Team player
	A full enhanced DBS check must be satisfactorily completed prior to an appointment being confirmed	

Date: March 2024