

Community Fundraising Manager



Job title: Community Fundraising Manager

Reporting to: Head of Fundraising

Direct reports: Two

Location: Alton, Hants (flexible/hybrid working considered with a minimum of two days per week at Head Office)

Hours: 37.5 hours/week
Permanent

Salary: £37,500 to 40,000 per annum

Ensuring no one faces kidney disease alone



About Kidney Care UK

Around 7 million people in the UK live with chronic kidney disease. 1 million of these people don't know that they do.

For nearly 50 years, Kidney Care UK has been at the forefront of supporting people with kidney disease. From our early days when we campaigned to introduce donor cards in the UK, we have worked hard to support and represent the interests of everyone affected by kidney disease.

We continue to provide practical, emotional and financial support for individuals, whilst also working with health professionals to improve care services and campaign for change.

We are here for the everyone, for those struggling to make ends meet, for families and loved ones and we fight tirelessly, giving our total support, to improve the lives of kidney patients and their families. It is an exciting time to join Kidney Care UK.

You will be a key part of our ambitious plans to ensure no one faces kidney disease alone.

Over 68,000

people in the UK are being treated for kidney failure



In the UK, over **7 million people** have chronic kidney disease (CKD)



around

30,000

are on dialysis in the UK right now

From establishing a Fundraising Team just eight years ago, we have achieved significant growth as we seek to establish a sustainable, balanced and mature fundraising portfolio. We've grown significantly over the past five years and non-legacy income is now doubling year on year. But this is just the start – we want to triple our fundraising income in the next three years as we receive no statutory funding. We have to – there are so many people who need us, which is underlined by the increasing demand for our services.

In 2024, we will support more people living with chronic kidney disease than ever before. We need to generate more than £3.2m in 2024 to allow us to continue to do this.

Over the next five years, we will need to generate more than £5m per year to sustain our growth to ensure that we can support the number of kidney patients who need our help. You will play an integral role in making this happen.

Safeguarding

Kidney Care UK is committed to safeguarding and promoting the welfare of children, young people and Adults at Risk and expect all staff and volunteers to actively support this commitment. A DBS check may be required for this role.

Role summary and purpose

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This role is responsible for managing and developing the charity's community fundraising and trade revenues (target of £266,000 in 2024) and building significant engagement with community supporters and fundraisers. You will manage a committed team of two people in the Community and Trade team.

You will be responsible for raising awareness of our community fundraising programme and developing a 'best-in-class' stewardship programme that builds new and develops existing relationships with supporters, volunteer groups, organisations and partners to maximise income and raise the charity's profile. You will also lead on the development and delivery of our 50th anniversary celebrations in 2025.

About you

This is an exciting and challenging role, and an opportunity to take our community and trade fundraising to the next level in an ambitious and passionate organisation. We are looking for an exceptional fundraiser and manager of people.

With proven management skills, you will be enthusiastic, driven, results focused, supportive and creative.

You will thrive under pressure and be able to lead and inspire our committed and passionate community and trade fundraising team through a period of exceptional growth.

You will be a fantastic fundraiser in your own right and be able to multitask across a range of different activities and community income streams.



Key responsibilities

Community fundraising

- Design and implement a stewardship programme that converts interest into support and maximises fundraised income whilst developing lasting relationships.
- Introduce fundraising opportunities to our existing and potential supporters through a multi-channelled marketing strategy to grow levels of engagement and participation.
- Grow non-monetary donations as part of the community fundraising portfolio of events.
- Support the Head of Fundraising in designing new and developing existing community fundraising opportunities.
- Market and promote the calendar of community events to existing and potential supporters and wider to grow levels of engagement and participation.
- Support the Head of Fundraising to design and develop the community events and engagement fundraising calendar to potentially include bespoke, charity place, promoted and reactive events.
- Lead on the creation and implementation of a digital community fundraising programme, focusing on mass participation, low barrier to entry activities.
- Lead on the management and innovation of our trade fundraising income.
- Lead on the development and delivery of our 50th anniversary celebrations in 2025.

Database and process management

- Work with the Head of Fundraising to ensure all recording, banking and stewardship processes are up to date and working across the fundraising team, wider charity (finance, data and marketing and communications) and in accordance with current laws and regulations.
- Record all community and trade income and thank community donors and supporters as per the agreed process.
- Record supporter and event/product specific information.
- Work with the Head of Fundraising to produce regular feedback reports and analysis on specific community products and overall revenue.

Wider fundraising

- Support company and corporate partnerships that utilise community and trade fundraising.
- Work with the Head of Fundraising to develop merchandise and trade income opportunities.
- Manage merchandise supplier relationships and internal and external stock levels.

Working across the organisation

- Work with the Fundraising Team and wider organisation to develop an engaging and rewarding volunteering strategy across the charity.
- Manage the organisation's close collaboration with the British Transplant Games.
- Work with the Marketing and Communications Team to identify key supporters to develop and nurture, including those who might join our major giving programme.
- Work across teams to raise the profile of the charity and its fundraising activities.

Person specification

Competencies: knowledge, skills and experience	Essential	Desirable
Experience of leading charity community fundraising income and delivering a successful portfolio of activities and trade products against budget.	✓	
Ability to build strong relationships with both internal (direct team) and external (third-party suppliers) relationships.	✓	
Ability to prioritise workload effectively with a number of conflicting priorities.	✓	
Exceptional interpersonal skills with the ability to influence and persuade a wide range of stakeholders.	✓	
Excellent written and verbal communication skills, with the ability to communicate effectively. Alongside excellent budgeting and attention to detail.	✓	
Flexibility and willingness to travel and attend events outside of office hours.	✓	
Thorough knowledge and experience of fundraising regulations and data protection, best practice and recording data.		✓
Understanding of CRM systems to add value to event fundraiser experience. As well as migrating data across CRM systems.		✓
An understanding and knowledge of long-term/chronic health conditions.		✓

How to apply

Please send your CV and a covering letter demonstrating how you would be perfect for this role to fundraising@kidneycareuk.org

Applications will be accepted on a rolling basis until Wednesday 31 July 2024

Employment benefits

✓ Pension

- Employer contributes 8% with minimum employee contribution of 2%

✓ Flexible working

✓ Retail discounts

✓ Generous annual leave

- 25 days annual leave (pro-rata for part time), plus Bank Holidays and three days between Christmas and New Year

✓ Cycle2Work Scheme

✓ Learning and development

- You'll be able to access the full benefits of our membership of Fundraising Everywhere and Charity Comms

✓ Employee Assistance Programme

- Financial and debt advice service
- Access to range of online resources, podcasts, and advice
- 24/7 access to free, qualified counsellors (and up to eight face-to-face sessions per year)

✓ Health Cash Plan

- Claiming back towards the cost of routine medical and health treatments
- Discounted health club/gym membership for participating gyms
- Access to Virtual GP and prescription service, digital physiotherapy, as well as a health and stress helpline

✓ Family leave

- Enhanced Maternity, Paternity and Adoption Pay