

REGIONAL FUNDRAISING MANAGER

Role Purpose	To support Blood Cancer UK's Regional fundraising growth by developing, onboarding and account managing relationships with high value individual supporters and regional corporates.
Pay Band	3
Office attendance / travel requirements	Expected travel for this role is: travel across selective region on a regular basis to meet supporters and key stakeholders as well as national travel 6-8 times a year.
Reports to	Lead Regional Relationships Manager, South East
Line management responsibilities	This role does not have line management responsibilities
Key relationships	Internal contacts: Senior Regional Relationships Manager: to align regional strategy, priorities and performance with Public Fundraising objectives. Regional Relationships team colleagues, to plan and deliver regional activity and share learning. Public Fundraising, Partnerships, Philanthropy and Communications teams, to ensure joined-up supporter journeys and coordinated regional activity. Trustees and senior volunteers, to support advocacy, influence and regional profile-building. External contacts: Regional fundraising supporters, to enable effective, confident and rewarding fundraising activity. Regional corporate organisations, to develop new relationships and successful partnerships. Blood Cancer UK Ambassadors, to strengthen regional engagement and visibility. Senior clinicians and researchers, to support credibility, insight and engagement where appropriate.
Financial Responsibility	This role does not have any financial responsibility

CONTEXT

Blood Cancer UK has an ambitious strategy focused on improving treatments and care for people affected by blood cancer, with regional fundraising growth as a key priority.



The well-established Regional Relationships Team plays a crucial role in supporting this growth through community fundraising. This role involves maintaining relationships with existing regional fundraising supporters and developing and maintaining relationships with new supporters. The team plays a crucial role within the fundraising team and its wider efforts, keeping in touch with our supporters and growing the community.

MAIN ACCOUNTABILITIES

1. Ownership of decision-making and lead the development and implementation of the Regional Relationships Strategy to drive net income growth aligned with the wider Public Fundraising strategy.
2. Monitor and manage the region's budget, including proposing corrective actions and business cases for investment as needed.
3. Collaborate with colleagues across the Engagement Directorate and wider organisation to support organisational development and deliver strategic objectives.
4. Grow and sustain positive relationships with regional supporters and corporates to maximize their contribution to the charity.
5. Engage regional supporters and corporates in fundraising activities to build the brand and communicate key organisational messages.
6. Maintain expert knowledge of best practices and trends in regional relationships fundraising, including sector networking.
7. Represent Blood Cancer UK to senior external audiences to support the charity's vision and enhance its profile and reputation.
8. Ensure all regional fundraising activities comply with charity law, regulations, and Blood Cancer UK's compliance standards.

All employees at Blood Cancer UK promote the organisation's vision, mission and core values and are committed to actively promoting equality, diversity and inclusivity. This includes attending and assisting at Blood Cancer UK events and activities as required, including occasional evening and weekend work. We take a positive attitude to technology, insight and data, including an enthusiasm to use new technologies and ways of working to deliver objectives. All employees are expected to follow Blood Cancer UK's policies and procedures and do any reasonable thing required by their manager.

KNOWLEDGE, SKILLS & EXPERIENCE

Knowledge
Knowledge of best practice and equality in volunteer management practice
Proactive working knowledge of relationship management databases or similar
Knowledge of best practice in community fundraising, including regional corporate fundraising
Skills
Ability to analyse the performance and key trends of complex programmes and produce clear proposals for improvements and growth; then effectively plan,

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implement and evaluate changes to deliver growth
Ability to build, manage and develop supplier and supporter relationships up to Leadership level
Ability to take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast-paced and changing environment with tight deadlines
Advanced analytical skills for interpreting complex data and guiding strategic decisions
Holds full UK driving license and has access to own car for business purposes
Experience
Experience of planning and budget setting in the complex range of activities under Community/Regional and Corporate Fundraising, with a demonstrable track record of growing income
Experience of successfully developing and implementing supporter journeys to maximize net income, average gifts and repeat support

COMPETENCIES

Core Competency	Level required for role
Collaborative working	Practicing
Being innovative	Practicing
Being high performing and accountable	Practicing
Stakeholder and blood cancer community led	Expert
Leadership skills	Developing
Professional and technical expertise	Practicing