

JOB DESCRIPTION

TITLE OF POST:	Regional Fundraising Manager
ACCOUNTABLE TO:	Income Generation and Communications Director
JOB PURPOSE:	To manage and develop the Regional Fundraising team and implement strategic plans to support income generation

MAIN DUTIES & RESPONSIBILITIES:

- Manage and develop the Regional Fundraising team by devising a strategy for income generation through the following areas of fundraising; Events, Corporate and Community.
- Line manage the Regional Fundraisers and Events Fundraiser to build and support their fundraising knowledge.
- Implement agreed KPIs, objectives and budget for the Regional Fundraising Team to drive supporter engagement and fundraising.
- With the Income Generation and Communications Director, develop Bluebell Wood's strategic plans for developing engagement with donors in our fundraising catchment area, to profile these areas and offer the right fundraising activity for its audience.
- Plan annual fundraising calendar of planned activity and campaigns in line with the fundraising strategy.
- Work to agreed KPIs and objectives to build a strong fundraising strategy to support the overall income generation of the Fundraising team.
- Working closely with the Individual Giving Manager, ensure that all opportunities for income generation are explored.
- Responsible for corporate engagement to develop new relationships and nurture existing supporters.
- Responsible for monitoring and managing all income streams across all regional fundraising lines including Gift Aid, working closely with the Finance Department.
- Maintain and grow the fundraising CRM system to aid with clear data capture and profiling of donors.
- Generating regular detailed reports to illustrate giving trends and income position.
- Understand GDPR regulations relevant to Fundraising and apply these to the relevant areas.
- Researching and developing new and unique fundraising ideas to identify opportunities for growth.
- Ensure that all communication and interaction with donors is captured through the Fundraising CRM System and that all donors are thanked timely and efficiently.
- To work closely with all areas of the Hospice.
- Continually strive to learn and develop and up skill in all areas of Fundraising.
- Carry out any other duties as may reasonably be required by the Head of Fundraising.
- Apply the guidance provided by the Fundraising Regulator and Institute of Fundraising or any fundraising governing bodies to any fundraising activity

Managers of staff at Bluebell Wood are expected to:

- Be a strong advocate in teaching and demonstrating Bluebell Wood's culture to your staff and those around you, embedding the vision of the hospice in everyone who works here
- Play a leading role in the organisation's strategy implementation, giving real focus to how your team plays a part in this
- Enthuse your team to be the best version of themselves, empowering people to succeed at their role
- Take part in inductions for new team members and for staff returning from long absence
- Lead and guide staff, providing the support needed to maintain morales and enable them to work effectively
- Supervise your staff through regular catch ups KPI and objective meetings and appraisals

- Lead from the front in team meetings, enthusing your staff to achieve the best
- Ensure information which relates to your team and colleagues is communicated and disseminated timely and effectively.
- Positively represent your own teams' messages through the relevant meeting platforms and group discussions.
- Undertake annual appraisals with your staff members, assisting them in the preparation of Personal Development Plans
- Support appropriate staff learning and development within your team
- Communicate effectively with your team
- Play a role in the recruitment of new staff within your area, once appropriate training has been given
- Manage sickness absence fairly and effectively
- Manage performance issues fairly and consistently, taking advice from the HR team where appropriate

Managers of Volunteers at Bluebell Wood are expected to:

- Carry out effective inductions for new volunteers in your team
- Lead and guide volunteers, providing the support needed to maintain morale and enable them to work effectively
- Supervise your volunteers appropriately in their day to day work and actively work to recognise the work that they do
- Ensure your volunteers have access to some personal time with you on a regular basis
- Ensure that your volunteers have an annual opportunity to reflect on their volunteering role with you
- Support appropriate volunteer learning and development within your team
- Communicate effectively with your volunteer team

GENERAL

All Bluebell Wood employees are required to:

- Abide by the Health & Safety at Work Act
- Adhere to policy and procedures around safeguarding children and young adults
- Respect confidentiality applying to all Hospice areas
- Work within Hospice policies and procedures
- Comply with the Hospice no smoking policy
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues
- Behave in a professional manner at all times, reflecting and maintaining the values and ethos of Bluebell Wood
- Driving license with access to own vehicle

All Bluebell Wood employees are expected to:

- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to fundraising and raising the profile of the Hospice

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

Date of issue:

Review date:

PERSON SPECIFICATION

CRITERIA	STANDARD	E or D*	MEASURED BY
Qualifications/ Training	Excellent communication skills, both written and verbal, with a proven ability to present	E	A,C
	Fundraising qualification or equivalent	D	A,C
Experience	Line management experience at a strategic level	E	A,I
	Broad experience of all areas of Fundraising particularly Corporate, Community and Events	E	A,I
	Understanding of Gift Aid	E	A,I
	Knowledge of Fundraising codes of practice and sector legalities	E	A,C,I
	Awareness of current fundraising trends and developments	E	A,I
	Knowledge and understanding of fundraising CRM systems	D	A,I,P
	Understanding of donor journey and cultivation	D	A,I,P
	Past experience of working with financial budgets and KPIs	E	A,I,P
Skills/Knowledge	Able to build strong relationships at all levels	E	A,I,P
	Proven track record of income generation	E	A,I
	Ability to communicate effectively with staff, volunteers, children, young people and families	E	A,I
	Competence in Microsoft Office packages including Teams, MS Word, MS Excel and MS PowerPoint And video conferencing such as Zoom	E	A,I,P
Personal Qualities	Confident and personable	E	I

	A can do and positive attitude	E	I
	A good communicator and presenter	E	I
	Flexible and adaptable to change	E	A,I
	Self-motivated and works well alone and as a team	E	A,I
Other	Legally entitled to work in this country	E	A,I,D
	Prepared to work evenings and weekends and some unsociable hours	E	A,I
	Full driving license with access to own vehicle	E	I,D

***Essential or Desirable**

A	Application	C	Certificate	I	Interview
R	Reference	D	Document check	P	Presentation