

## Role Profile

### Relationship Fundraising Manager

#### Role Purpose...

- Build strong, long- term relationships by delivering a unique personalised, bespoke stewardship experience and/or plan for key Macmillan supporters to inspire them to give support now and in the future.
- Acquire, develop, and manage a portfolio of fundraising and volunteer supporters to maximise and stretch income.
- Retain Macmillan supporters by demonstrating the value of their impact for people living with cancer through innovative recognition.
- Consistently drive funds raised across all income streams/products for Macmillan to deliver the services/support for people living with cancer.
- Work collaboratively with colleagues across the organisation, testing and exploring different ways to increase support and income from diverse audiences locally.

#### In this role, your accountabilities and responsibilities are...

- Deliver stewardship journeys to Macmillan's fundraising supporters (customers); performance is measured through a series of key performance indicators (KPIs), such as contact rates, conversion rates, average value rates, income targets.
- Sustained development of a portfolio of managed relationships to achieve annual financial income targets.
- Implementation of the Relationship Fundraising Operational Plans, in line with Macmillan's fundraising strategy.
- Proactively acquire new business and new relationships through targeted acquisition including research, completion of applications, and presentations to supporters/companies/groups to secure new income and/or relationships.
- Support other departments i.e. Corporate Partnerships, Challenge Events, Volunteering or Legacy Promotion to provide local presence, secure new relationships and/or maximise income.
- Understand supporter motivations and value the commitment they make, helping them to get involved with Macmillan in the way that suits them best and brings the cause to life. This can be achieved through the creation and delivery of a compelling case for support (message) based on local and national data and stories.

- Using Macmillan tools and experiences, enable us to deliver on our ambition to be best in sector for supporter experience and helping them understand the impact and difference they are making.
- Motivate, inspire and in some cases line-manage volunteers e.g. Committee members and Macmillan Representatives, to grow income and awareness in line with our Volunteer Quality Standards.
- Record, protect and optimise Macmillan's data, using agreed systems and processes to enable us to develop insight to improve the supporter experience and deliver income.
- Ensure integrated cross-working approach with all fundraising departments to ensure opportunities are maximised and the supporter relationship is managed in the most effective way.
- Work with other Macmillan teams, volunteers, and partners to build the visibility and understanding of Macmillan across the territory, ensuring all communications reflect Macmillan's identity guidance and experience principles.
- Research, qualification, production and delivery of plans to support projects and strategy work for Relationship Fundraising e.g. Corporate and Committee Working Groups.
- Ensure compliance with GDPR and other relevant legislation, policies, audit recommendations (including cash handling and consent) to safeguard the reputation and goodwill of Macmillan and protect our status as most trusted brand.
- Continually learn and improve, share local knowledge, insight and leads across the organisation to build relationships for Macmillan.
- Develop own knowledge of Macmillan's fundraising portfolio; fundraising best practice; legislation and gift aid; market and competitor activity to drive decision making, innovation and improve performance.
- Working autonomously, on a daily basis. Being responsible for managing your own resources, workloads, capacity, and ways of communicating with Macmillan supporters and volunteers.
- Be familiar with and always adhere to all relevant Macmillan policies and procedures.
- Any other duties as reasonably required in line with skills, knowledge, and experience to contribute to Macmillan's wider success.

## **To do this role, you will have...**

- Excellent relationship development and account management skills, with the ability to quickly build rapport with various fundraising customers, including individuals, businesses, and voluntary groups.
- Ability to create and deliver bespoke packages of support to enhance the supporter journey.

- An effective and adaptable communication style, including active listening, experience in public speaking, presenting and addressing large meetings, small groups or individuals.
- Time management, prioritisation and self-motivation skills, to effectively and autonomously manage your own workload of managing multiple relationships and projects.
- Ability to present (written/verbal) a compelling reason to support Macmillan.
- High attention to detail and consistent delivery on promises, along with the ability to use your initiative to implement ways of working that will be effective, efficient and engaging.
- Competent at data entry on a customer relationship management system.
- Ability to travel to events and meeting with supporters during and outside of contracted hours.
- Valid UK Driving Licence.

## **In this role, you will work with different people and teams, they are...**

- Relationship Fundraising Colleagues
- Content – Cause and Service Information Team
- Corporate Partnerships Team
- Mass Relationship Division – Volunteering and Supporter Care
- Supporter Acquisition Team
- External Communications teams
- Legacy Income and Promotions Teams
- Challenge Events Team
- Public Fundraising

## **In this role, you will achieve...**

- Stronger and more loyal supporter relationships
- Managed income financial targets
- Delivery against the department's non-financial key performance indicators. As stated in the accountabilities and responsibilities and the Relationship Fundraising Operating Plan.
- An extensive portfolio of high value managed relationships.
- An understanding of the supporter to deliver bespoke next ask.
- Delivery of an exceptional supporter experience e.g. Customer Satisfaction scores/feedback.

- Understanding and knowledge of local services to create and deliver a compelling case for support.
- Adherence to all relevant legislation and Macmillan policies.

**Directorate:** Engagement

**Division:** Mass Relationships

**Reporting To:** Team Manager

**Location:** Homebased/Mobile

**Number of Direct Reports:**

0

**Job Level:**

6

**Date Reviewed:**

December 2024

*HR Use Only*

*HR Use Only*

**Role Profile:** Please X

**Version No.**

**Generic**

XXX

**Unique**

*HR Use Only*

## Safeguarding

At Macmillan, we are committed to safeguarding the well-being of all service users, employees and volunteers who are involved in or affected by our work. All children and adults, regardless of age, disability, sex, racial heritage, religious belief, sexual orientation, or gender identity, have the right to equal protection from all types of harm or abuse and the right to be treated with respect.

All employees and volunteers have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.