

Senior Fundraising Manager

Role Description

Job Title:	Senior Fundraising Manager
Location:	Hybrid: Primarily based at Cosmic HQ near St Mary's Hospital, Paddington, with opportunities for home working
Reports To:	Chief Executive Officer (CEO)
Line Management:	Senior Fundraising Executive
Salary:	£40,000
Hours:	35 hours per week
Job Type:	Permanent
Annual Leave:	27 days plus bank holidays (plus office shuts between Christmas & New Year)

About Cosmic Charity

Cosmic supports the work of the Paediatric Intensive Care Unit (PICU) and Neonatal Intensive Care Unit (NICU) at St Mary's Hospital, Paddington, and Queen Charlotte's Hospital, Hammersmith. We fund vital equipment, staff training, research, and support services for patients and their families.

Join our dedicated team as Senior Fundraising Manager during this exciting period of growth and opportunity for Cosmic. Cosmic is expanding both our service delivery and team, offering a fantastic opportunity to shape the future of this much-loved organisation.

This pivotal role will lead the strategic direction for Cosmic's community and challenge event fundraising. You will be responsible for growing income through a portfolio of sports and challenge events, treks, community fundraising activities, supporter-led initiatives, campaigns, appeals, legacy, in memory and mass participation products.

You will work directly with the CEO and line-manage the Senior Fundraising Executive to deliver and expand our fundraising portfolio. This includes reviewing and improving existing activities, identifying new opportunities, and creating engaging supporter journeys to maximise fundraising efforts.

As a key leader, you will set and manage significant budgets, oversee operational delivery, and ensure exceptional stewardship of supporters. You'll proactively monitor trends, conduct competitor analysis, and trial new products and platforms to keep Cosmic's fundraising portfolio competitive and appealing to supporters.

We're looking for someone with significant fundraising leadership and strategic experience, a proven track record in delivering successful community and challenge event programmes, and a strong understanding of budget management and fundraising best practices.

This is a unique opportunity to join a growing charity and play a critical role in delivering our three-year growth strategy, ensuring that Cosmic continues to provide life-changing support for children, babies, and their families.

Key Responsibilities

Strategic Planning and Implementation:

- Writing and delivering the strategy for the fundraising income stream and bringing in ambitious growth for Cosmic over the next 3 – 5 years.
- Diversify the Cosmic fundraising portfolio by researching, testing, and implementing new opportunities to drive growth.
- Deliver or exceed annual net income targets in line with fundraising budgets and financial objectives.
- Collaborate with the CEO and Senior Fundraising Executive to set, manage, and monitor the fundraising budget in line with agreed objectives and KPIs
- Plan, market, and deliver a variety of challenge and mass participation events, including walks, runs, cycles, swims, triathlons, and treks.
- Serve as the lead for planning, executing, and evaluating challenge events, ensuring their success from start to finish.
- Lead on all supporter-led fundraising activity, individual giving and community fundraising initiatives, working to inspire, engage, and empower individuals and groups to raise funds on behalf of Cosmic.
- Manage and enhance supporter journeys, ensuring exceptional experiences from registration through to engagement, event participation, and post-event communication.
- Identify, research, and evaluate opportunities for new fundraising initiatives, preparing business cases and overseeing implementation where feasible.

Monitoring and Reporting:

- Oversee the fundraising team's income and expenditure budget, providing monthly reports, forecasts, and annual operational plans.
- Maintain regular, detailed reports on key performance indicators, monitoring progress, reallocating resources, and revising plans as necessary to maximise impact.

Team Leadership and Management:

- Provide inspiring leadership and effective line management to the Senior Fundraising Executive, fostering their professional growth and success

Supporter Engagement and Stewardship:

- Provide advice, guidance and support to individuals and groups carrying out fundraising activities, to uplift value and drive retention.
- Regularly review supporter journeys, ensuring participants and all supporters are appreciated and influenced to continue to support Cosmic.
- Provide excellent stewardship and supporter care to all audiences, fundraisers, and supporters.
- Execute a variety of annual campaigns with NHS colleagues and Cosmic families.
- Provide oversight and management of Cosmic's fundraising merchandise portfolio, including stock management, planning, promotion, and delivery of initiatives such as the annual Cosmic Christmas card sales.

Relationship Management:

- Build and maintain successful internal and external relationships, demonstrating experience in developing and managing a pipeline of opportunities.

- Ensure a highly organised approach to work and effective communication with staff at all levels and backgrounds.
- Build strong relationships across the charity, NHS units, Cosmic families and key stakeholders to identify opportunities for collaboration.

Administration and Reporting

- Lead on the culture around the Cosmic CRM, Donorfy, ensuring that it is being used effectively to facilitate accurate supporter stewardship and financial reporting, data segmentation and analysis.
- Ensure meticulous record-keeping of supporters, income, and expenditures within the charity's CRM system, Donorfy.
- Provide regular updates on progress and performance to senior leadership and trustees.
- Use data insights and trends to support the team in budgeting, forecasting and engagement activity to help drive long-term loyalty and increase maximise the lifetime value of our supporters and ensure opportunities are developed for supporters to hold a long-term, loyal fundraising relationship with Cosmic to generate sustainable income.

General Duties

- Be fully conversant with all relevant regulations and legislation, and ensure that all activities comply with the necessary regulations such as GDPR
- Keep abreast of trends and innovations in the events and fundraising sectors to ensure best practices.
- Undertake other duties as required to support the charity's objectives.

Person Specification

Essential	Desirable
Experience in the charity or non-profit sector.	Experience in running individual giving campaigns or appeals.
Proven experience in managing a community and challenge event fundraising portfolio.	Experience in gifts in wills campaigns.
Proven experience as a strategic fundraiser, with a track record of delivering financial and non-financial outcomes.	Experience using a donor CRM
Extensive experience in income generation, including delivering to and exceeding financial targets.	Experience in designing and delivering fundraising product concepts.
Exceptional organisational skills with the ability to manage multiple projects simultaneously.	
Excellent communication and interpersonal skills to build relationships with supporters and stakeholders.	
Excellent stewardship skills with the ability to influence and inspire others.	
Proficiency in managing budgets and financial reporting.	
Advanced IT skills, including proficiency in Microsoft Office and familiarity with fundraising platforms.	

Essential	Desirable
Strong attention to detail and ability to manage a varied workload.	

How to Apply

To apply, please submit your CV and a cover letter detailing your suitability for the role by 5pm on Friday 24th January.

For an informal discussion about the role, contact us at info@cosmiccharity.org.uk before the application deadline.

Cosmic is an equal opportunities employer and welcomes applications from all suitably qualified candidates.

January 2025