



**Because no one
should face death
or grief alone**

Role Profile

Post Title:	Senior Trusts Fundraiser
Post Number in PeopleHub if known:	
Department:	Fundraising – Business Support
Job Band / Job Family:	E
Effective Date:	January 2025

1. Purpose

Develop and maintain relationships with trusts, foundations and statutory funders through updates and other bespoke communications in order to maximise income. Create funding applications which result in significant five- and six-figure gifts in support of Sue Ryder's vision and mission. Monitor and report progress towards income targets and other agreed Key Performance Indicators (KPIs).

2. Key relationships

- Reports to Senior Trust Fundraising Manager
- Has no direct reports

Key internal contacts:

- Fellow members of Trusts and Foundations Team (includes the Case for Support Team).
- High Value Fundraising and Legacies Team
- Supportercare
- Heads of Community Fundraising
- Community Fundraisers
- Heads of Operations
- Regional Directors of Healthcare Operations



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- Head of Grief and Bereavement

Key external contacts:

- Staff and volunteers at trusts, foundations, institutional funders and all other relevant funding bodies.

3. Qualifications required

- See experience required in section 4. Proven experience, skills and ability

4. Proven experience, skills and ability

- Significant experience of securing income from trusts and foundations over £50,000.
- Experience of producing high quality applications and updates for donors giving at the five- and six- figure funding level.
- Experience of producing budgets suitable for five- and six- figure funding requests.
- Experience of cultivating prospects, initiating conversations and planning and hosting service visits with donors.
- Experience of maintaining relationships with funders and designing and implementing tailored donor care and stewardship plans.
- Experience of researching new prospects and of developing pipelines of activity.
- Experience of working with Senior Managers/Directors and committee members.
- Experience of Raiser's Edge or a similar customer relationship management system and maintaining accurate records.
- A collaborative team player with strong interpersonal and communication skills.

5. Complexity and accountability

- No direct line management responsibility.
- Responsible for meeting their own income target.
- Able to make decisions about funding applications.
- Able to work unsupervised and using their own initiative to cultivate and steward donors capable of making five- and six-figure gifts.



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6. Key responsibilities

Fundraising

- Ensure trust funding is secured for strategically aligned projects within Sue Ryder through careful cultivation of relationships with trusts, account management and the production of high-quality, tailored applications and updates. Deliver against income targets for day-to-day business, new business development and capital appeals.

Strategy and forward planning

- Develop accurate and quality pipelines for trust funding activity within Sue Ryder, forecast income and provide suggestions for income development. Identify potential risks to team targets and find solutions.

Relationship Building

- Develop productive relationships with a wide range of high value trust funders at both a national and local level. Develop effective cultivation plans for trusts which include face to face meetings, events, and a considered use of senior Sue Ryder staff where appropriate. Develop and deliver effective stewardship plans for donors which lead to repeat gifts. Information Recording • Maintain accurate and up to date records of activity in Raisers Edge.

Teamwork

- Build and maintain excellent working relationships with colleagues from across the organisation
- Work closely and collaboratively with the fellow members of the Trusts Team and the Case for Support Team, requesting information needed for applications and updates in a timely fashion and providing essential cover for fellow members of the Trusts Team as required.

Compliance

- To ensure that the supporter database (Raisers Edge) is updated with all relevant information in line with organisational policies and procedures.
- To have a thorough understanding of GDPR and ensure all actions, materials and activities are compliant and meet Data Protection regulations
- To have a thorough understanding of the legal and regulatory best practise as applies to trust and grant-making fundraising



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Other

- Ability to work in the evenings and at weekend on occasion
- Willingness to travel locally and nationally.

7. Behaviours

Operate within the Sue Ryder values and behaviours standards:



Supportive:

Our first value is **supportive**. We're here for people when it matters, and that includes each other. We encourage, inspire and help one another, and celebrate success.

The behaviours for this value are **listen**, **respect** and **encourage**.

We will take time to **listen** and understand; **respect** and value each other's differences; and **encourage** and nurture each other.

Connected:

Our second value is **connected**. When we work together, we can achieve so much more for the people we support. We respect that everyone at Sue Ryder plays a vital part in delivering quality care.

The behaviours for this value are **communicate**, **collaborate** and **share**.

We will **communicate** effectively; actively **collaborate** and appreciate each other's contribution; and **share** ideas, experience and knowledge.



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Impactful:

Our third value is **impactful**. We find new and inspiring ways to positively impact the people we support – from small gestures to big breakthroughs. This proactive attitude drives us forward to achieve our ambitions and transform lives.

The behaviours for this value are **challenge, improve** and **deliver**.

We will welcome feedback and constructively **challenge** each other; reflect, learn and continue to **improve**; and each play our part to **deliver** the charity's aims.

8. General

In addition to the specific duties and responsibilities outlined in this job profile, all Sue Ryder colleagues should understand the impact that their role has on achieving our organisational aims. Our values tell us how to do this, as they guide us in our choices and influence our behaviour. We ask all our staff and volunteers to follow our values while being an ambassador for Sue Ryder.

In practice, this means:

- Being able to talk confidently about Sue Ryder, our services and campaigns
- Being able to talk confidently about why we need to fundraise, how we are funded and how people can get involved
- Promoting an equitable, diverse and inclusive environment within the charity
- Keeping up to date with our internal communications; and following the correct organisation processes and using the right systems
- Always connecting with experts from across the organisation to ensure best practice and maximum impact.

Colleagues should also be aware of their specific responsibilities towards the following:

- To adhere to all health and safety and fire regulations and to co-operate with the charity in maintaining good standards of health and safety.
- To uphold ethical and professional standards and not behave in a manner that is likely to bring the charity into disrepute.
- Demonstrate a commitment to on-going registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role.



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All employees are expected to be competent with the use of technology and information systems and understand their duties and responsibilities with regard to the appropriate use of data, including sensitive personal data.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.