



## Fundraising Manager Job Description

Job Title:	Fundraising Manager
Team:	Fundraising Team
Salary:	£35,000
Hours of Work:	37.5 hours per week This will include working some unsocial hours including evenings and weekends for events.
Annual leave:	28 days plus bank holidays
Location:	Milton Keynes
Contract Type:	Full time, permanent
Reporting to:	Director of Development / Head of Fundraising
Responsible for:	Three fundraisers
Experience/Qualifications Required:	<p>Demonstrable experience within a fundraising role is essential, but key account management in a commercial environment will be given similar weighting.</p> <p>You should be able to demonstrate evidence of managing and developing staff.</p> <p>Major donor and corporate fundraising experience is very highly valued (or the commercial equivalent).</p> <p>Experience of neuro degenerative diseases and/or working with/within the NHS and with HSCPs would be beneficial.</p>

## About Us

PSP & CBD are rapidly progressing neurological conditions caused by the premature loss of nerve cells in certain parts of the brain. Like many other chronic conditions there is currently no cure for PSP or CBD. However many of the symptoms can be managed to help people achieve the best possible quality of life.

PSPA is a national, neurological charity currently based in Milton Keynes. Since 1994 we have been providing information and support to people living with PSP & CBD. We also raise awareness of the conditions amongst health & social care professionals, and fund research into diagnosis, treatments and ultimately, a cure. We rely entirely on voluntary donations with a forecast income this year of £1.5 million.

We are currently in touch with approximately 2,000 people living with PSP & CBD, and in addition, approximately 12,000 others registered as health & social care professionals, carers, supporters, volunteers or fundraisers. We run a Helpline service, which is a mix of employed staff at our HQ, and volunteer supporters in the evening.

As PSPA is the only charity supporting people with these conditions in the UK, we will continue to provide support through our fundraising, volunteering and support networks.

## Objectives

The post is required to:

- Lead, manage and develop the fundraising team
- Grow PSPA's income in a sustainable way against agreed targets
- Contribute to and implement the Fundraising Strategy
- Provide general management and KPI reporting
- Engage and promote with social media and support PSPA's digital strategy.

## Key Duties and Responsibilities

- Grow PSPA's income in a sustainable way against agreed targets to support our charitable aims
- Working with the Director of Development/Head of Fundraising to develop and implement an over-arching fundraising strategy
- Working with the Head of Fundraising/Consultant to support the development of major donor and corporate fundraising strategies
- Lead the fundraising team and manage their personal development, building a positive and inclusive culture where personnel take responsibility for their own activity and objectives
- Set the standard for building relationships within our fundraising community and devising strategies to increase their engagement with PSPA
- Monitor the fundraising teams performance by providing reports and KPI progress to the senior management team, and taking action where needed to address shortfalls in personal and team performance
- Encourage innovation within the team to generate new fundraising initiatives
- Review and update PSPA's on-line shop

- Assist the Head of Engagement and Communications Officer with the development of our digital strategy and planning
- Working with the Communications Officer to support PSPA’s social media and digital strategies through active social media and database management.

## Person Specification

	Essential	Desirable
Demonstrable experience of success in a fundraising role or key account management role	✓	
Experience of recruiting, managing and developing staff and working closely with them as a team	✓	
Ability to communicate and interact appropriately with PSPA’s community of fundraisers	✓	
Be an analytical and strategic thinker with the ability to communicate new ideas and approaches to all levels of staff	✓	
Experience of working effectively in collaboration with a wide range of external fundraisers and partners.	✓	
A natural collaborator who will seek to consult on major decisions with the people affected by those decisions	✓	
Commercial acumen and the ability to understand hard financial information as well as ‘softer’ measures of success	✓	
Excellent written and verbal communication and interpersonal skills	✓	
Exposure to corporate and/or major donor strategy , or alternatively key account and major corporate client relationship development	✓	
Experience of planning, coordinating and delivering events	✓	
Aware of social media and ability to use social media to support events and awareness initiatives		✓
Experience of customer relationship management software		✓
Strong IT skills and experience with MS Office products	✓	
Understanding of and a commitment to equal opportunities and inclusion	✓	

## Corporate duties

1. Lead, motivate, develop and inspire individuals within the fundraising team, ensuring that effective succession planning exists, as well as robust and measurable capacity across the wider organisation.
2. Be an effective member of the management team, providing leadership and displaying behaviours that will contribute to a confident, cohesive leadership and management structure in PSPA.

3. Set a clear direction for the organisation by fully embracing and implementing the Strategic Action Plan objectives.
4. Ensure that confident professional relationships are built and maintained with staff and Trustees.
5. Develop and embed a performance culture that delivers results through rigorous open challenge, personal accountability, disciplined execution and continual improvement.
6. Engage with PSPA's staff at all levels to promote understanding of our strategic objectives, showing clear leadership and a firm knowledge of the problems and opportunities faced by staff in delivering day to day services.
7. Ensure full compliance with Health and Safety and associated workplace legislation.
8. Ensure compliance with GDPR, data protection and information security and management requirements.
9. Promote the vision and goals of PSPA within your team and other employees.