



Fundraising Manager Job Description

Job Title:	Fundraising Manager (Corporate and Community)
Team:	Fundraising
Salary:	£28,000 - £34,000 per annum (dependant on experience)
Hours of Work:	37.5 hours per week This will include working some unsociable hours including evenings and weekends for events. Hours are flexible
Annual leave:	28 days plus bank holidays
Location:	Milton Keynes and Home Working
Contract Type:	Full time permanent
Reporting to:	Head of Fundraising
Key tasks	To aid expansion and build a solid base from which we can push our fundraising forward.
Experience Required	A minimum of two years demonstrable experience of success in raising funds for charity or in an account management role.

About Us

Based in Milton Keynes, PSPA is a national charity providing support and information to people living with Progressive Supranuclear Palsy (PSP) and Corticobasal Degeneration (CBD). These rapidly progressing neurological conditions are caused by the premature loss of nerve cells in certain parts of the brain, and like many other chronic conditions, there is currently no cure. However, many of the symptoms can be managed, and our mission is to provide everyone affected with PSP & CBD with information and support to enable them to lead the best possible life they can.

Raising awareness of these conditions amongst health and social care professionals since 1994, we also fund research into diagnosis and treatments, relying almost entirely on voluntary donations.

About The Role

To aid expansion and build a solid base from which we can push our Fundraising forward, PSPA are now looking to recruit a Fundraising Manager to join our Fundraising team in support of this mission. You will be part of an ambitious and supportive team of 5; to include a Trusts Manager, Challenge Event Manager, and the Fundraising Assistant, led by the Head of Fundraising. If this is you please read on.

This post is a public facing role raising funds and developing strategies which will expand the income potential of our Corporate and Community supporters. You will offer high levels of Supporter care and stewardship for existing supporters, whilst building a pipeline for new opportunities and prospects through local groups, companies, and educational organisations.

Whilst experience of fundraising in the voluntary sector is highly desirable, other relevant fundraising experience will be considered. It's up to you to persuade me that you have the necessary skills. What is important is that you bring an understanding of building relationships with our fundraisers, and how to help them achieve the best possible result they can – not only for their sense of personal achievement, but also for people affected by PSP & CBD.

What does success in the role look like?

As a successful Fundraising Manager, you will have the skills to both maintain our current portfolio of corporate and community supporters (30% of time), and lead on a strategic period of growth and development (70% of time) of both these income streams. Growing our data base of support is imperative. The aim will be to lay a foundation for a more sustainable and deeper relationship focused income generation strategy with stronger key relationships with donors.

PSPA need a regional network of fundraising support, want to explore how to draw those who give in memory closer to us through fundraising activities, and need to look at ways of engaging corporate supporters more effectively. This is a creative role requiring energy and ambition. Is this the type of challenge you are looking for in 2022?

You will need to work across all teams including the Helpline, Finance, Research, Volunteering, Communications and develop an understanding of where they all come together.

Job expectations

1. Provide high quality customer care to all new and existing supporters and fundraisers
2. Maximise income from all activities and ensure supporters have every opportunity to work with and benefit from PSPA's support
3. Create and implement initiatives to engage a range of new supporters, increasing income year on year
4. Work collaboratively with PSPA's other departments to identify all opportunities across our different support types to grow our income, raise awareness about PSP & CBD provide support to people affected by the conditions
5. Engage with social media and support PSPA's digital strategy

Corporate expectations

1. Motivate and inspire your colleagues in the Fundraising team, and across other departments in the charity, actively promoting cross-departmental collaboration
2. Support the aims and goals of PSPA and actively promote them amongst your colleagues
3. Work within our Performance Management framework which includes regular 121's, quarterly reviews, and Annual Appraisal.
4. Contribute fully in team and staff meetings, promoting the role of Fundraising within the organisation
5. Ensure you comply with Health and Safety and associated workplace legislation including GDPR, data protection and information security and management requirements
6. Display a commitment to equal opportunities and inclusion
7. Undertake any other reasonable duties requested of you commensurate with your role and the aims of the charity.

Key Duties and Responsibilities

- To raise funds for the charity by leveraging support from volunteers and third parties to a target figure and against specific and agreed objectives.
- To build new relationships with the small to medium local business community, local groups and societies, faith organisations and events and event participants where appropriate.
- Work with companies to promote initiatives such as promotion of sales promotions, matched giving, employee fundraising opportunities, recycling and payroll giving.
- To cultivate relationships with, and deliver talks to, community-based organisations, schools, funeral directors, and groups etc.
- To initiate and develop long term partnerships with local charitable groups e.g., Rotary, Lions, Soroptimists etc., with the aim of securing financial and 'in kind' support.
- Be the face of PSPA at local events and promoting the amazing work we do.
- Sensitively support families who wish to fundraise in memory of a loved one.
- Actively promote other income streams and campaigns across the charity, e.g., Regular Giving, Legacy & Challenge Events
- Deliver against fundraising and activity targets
- Monitoring financial information and working towards monthly and annual fundraising targets
- To report back on regular basis to the Head of Fundraising as to activity, progress and achievement against identified financial and soft targets
- Monitor income and implement remedial and contingency planning as appropriate, based on the fundraising pipeline
- Identify new opportunities for community fundraising activity, assess their potential and make recommendations regarding financial viability
- Respond to fundraising queries, creating publicity materials and ordering resources for events
- Complete administrative tasks such as keeping donor records up to date on our database in line with GDPR
- Produce engaging copy and promotional materials to support fundraising efforts

- Maintain relevant content on the Charity website.
- Working in conjunction with the Communications Manager to maximise marketing & PR opportunities
- To be prepared to work occasional weekends and evenings (with reasonable notice)
- Maintain an up-to-date knowledge of Fundraising regulation and legislation, ensuring this is applied to the work of the charity.

Person Specification

	Essential	Desirable
A minimum of two years demonstrable experience of success in raising funds for charity or in an account management role	✓	
A passion for working with a diverse range of people and organisations, ranging from volunteers, corporate partnerships, community groups and individuals	✓	
A good understanding of the charity sector, overall trends and PSPA's place in the market	✓	
A high level of written and verbal communication with experience of making presentations and pitches	✓	
An enthusiastic and fun creative thinker able to generate new ideas and initiatives	✓	
Experience of working effectively as a team in collaboration with a wide range of stakeholders	✓	
Experience of researching fundraising opportunities		✓
The ability to plan, coordinate and deliver events	✓	
Awareness of social media, and ability to use social media to promote opportunities		✓
An understanding of financial information and ability to generate reports	✓	
Strong IT skills and experience of Microsoft 365 (Outlook, Word, Teams PowerPoint and SharePoint) and customer relationship management software (CRM)	✓	
Have an up-to-date knowledge of charity law and how it affects fundraising events and data protection	✓	

Knowledge of PSP & CBD or other neuro-degenerative disease		✓
A full Driving License and access to a car for work	✓	

This job description is not intended to be an exhaustive list of duties, but it aims to highlight the typical key responsibilities of the post. It may be reviewed from time to time to ensure that it relates to the job being performed, or to incorporate required changes.