

Job Description & Person Specification

Job Title:	Fundraising Manager
Reports to:	Chief Operating Officer
Responsible for:	Fundraising Team
Location:	Primrose Hospice St Godwald's Road, Bromsgrove B60 3BW
Hours:	37.5 hours per week
Grade/Salary:	£33,959 to £37,472 depending upon experience

Job Role

The Fundraising Manager will:

- work with the Chief Operating Officer (COO) and Chief Executive Officer (CEO) to plan and deliver the growth of fundraising income, in line with the plans and ambitions of Primrose Hospice.
- work collaboratively with senior managers across the charity as part of the senior management team, to develop and deliver the vision and aims of Primrose Hospice.
- work in conjunction with the COO and CEO to develop, implement and monitor the annual fundraising budget, including income and expenditure.
- lead and motivate the fundraising team to meet financial targets across all income streams.
- develop and preserve relationships within the community and with corporate partners and local businesses, to maintain and enhance the profile and reputation of the Hospice and ensure sustainable income.
- work collaboratively with the Marketing & Communications Officer to maximise stakeholder reach, grow support, generate income and assist in the production of print material, press releases, social media and internal communications.

Duties and Responsibilities

- Provide a fundraising plan and budget for each financial year.
- Provide a 3-year fundraising strategy.
- Deliver income via the team, in line with budgets set for the current financial year, through direct fundraising activity and the management and motivation of the Hospice Fundraising Team.

- Lead the Fundraising Team, including setting and monitoring of operational objectives and targets and individual performance management of the team members to meet organisational objectives and income targets.
- Develop and implement operational plans for Corporate, Community, Trusts and Grants, Major Giving fundraising, Legacy income and events, including 'Friends' groups, external supporters, challenge events, in house and external supporter events.
- Develop, lead and manage volunteers within the Fundraising Team.
- Assist the Marketing & Communications Officer with the communications functions.
- Promote the development of the Hospice brand and profile with the CEO & COO.
- Work with the Marketing & Communications Officer to ensure the website is accurate, up to date and reflects the Hospice's current activities.
- Participate in public speaking engagements and presentations in support of the work and aspirations of the Hospice at Fundraising/PR events as appropriate.
- Play an active role in the Hospice Senior Management Team, in order to develop and deliver services as outlined in the strategic plan.
- Contribute to the development of the overall income generation strategy of the Hospice.
- Ensure budgetary control and liaise closely with the Finance Manager to monitor income and expenditure and accurately maintain and record financial donations.
- Maintain an effective database system for all fundraising transactions, to enable growth in income and effective communication with supporters, in line with current legislation.
- Ensure the maintenance of a high level of stewardship and relationship management for all supporters.
- Ensure the work of the fundraising department is compliant with the highest professional standards, best practice and all relevant codes of practice and legislation i.e. Charity Commission, Fundraising Regulator, GDPR, Gambling Commission, Health & Safety, local councils.
- Provide timely reports to the Senior Management Team, CEO and trustees as required.
- Bring fresh and innovative fundraising ideas forward to improve income generation whilst utilising staff and resources efficiently and effectively.
- Introduce and improve systems for digital fundraising.
- Engage with the Joint Hospice's Lottery to maximise income opportunities.
- Ensure strategies are in place to maximise legacy income.

Delivery of income targets and budgets

- Ensure the proper management, reporting and forecasting of budgets across the fundraising team, using all available data and intelligence including the Donorfex database.
- Contribute to and participate in budgeting and financial management.

- Lead the growth of fundraising income across all fundraising income streams, as agreed with the CEO and COO.
- Have overall responsibility for personal targets and those of the Fundraising Team.
- Prepare and present financial reports to Board and the Finance and Income Generation committee.
- Ensure expenditure is managed effectively in line with budgets and focused on areas to maximise return on investment.

Leadership, management and performance of Hospice Fundraising Team

- Agree individual line management responsibilities with COO and directly line manage the Fundraising Team, in accordance with Primrose Hospice staff policies and procedures.
- Make recommendations for staffing requirements and contribute to recruitment and all HR processes for the team.
- Establish, lead and motivate a team capable of delivering agreed levels of income growth.
- Ensure ongoing coaching and development of staff recognising strong performance and addressing weaknesses to ensure all targets are delivered. Identify relevant training needs and opportunities.
- Support the Marketing and Communications function with all relevant fundraising communications.
- Be an active member of the Senior Management Team.
- Work with colleagues across the Hospice to manage volunteers to support fundraising growth.
- Uphold the charity's values, behaviours and professional standards in all aspects of leadership.

Partnership working

- Collaborate with other hospices to develop and deliver shared events and campaigns as appropriate.
- Develop partnerships with key local media in order to raise and maintain the profile of Primrose in the area.
- Develop your knowledge of the regional/national fundraising environment and relevant trends, including Institute of Fundraising regional networking groups, and conferences, through networking and active participation.
- Be an active member of the Joint Hospice's Lottery Board and actively promote the lottery.

Other duties

- Promote the Hospice's vision, values and strategic objectives.
- To uphold ethical and professional standards and not behave in a manner that is likely to bring the Hospice into disrepute, both inside and outside of work.
- To promote and sustain a responsible attitude towards equal opportunities and diversity within the Hospice.
- To demonstrate a commitment to ongoing registration requirements, or any national, professional, or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to identify and participate in any training relevant to the role.
- To undertake any other duty within your ability and within reason, as may be required, from time to time, at the direction of your line manager.

ASSISTANCE

The Hospice has the advantage of being supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

CONFIDENTIALITY

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

DATA PROTECTION

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

HEALTH AND SAFETY

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.

It is expected that you will be committed to the core purpose of the Hospice and will act as an ambassador for the Hospice, actively promoting it throughout your role. It is also hoped that as the Hospice is heavily reliant on charitable donations you will support promotional activities where possible showing support to your colleagues in the spirit of team working.

Agreement

Job Holder's Signature	
Line Manager's Signature	
Date agreed:	