

## Person Specification – Fundraising Manager

### Qualifications

Essential	Desirable
<ul style="list-style-type: none"> <li>• Full clean driving licence</li> </ul>	<ul style="list-style-type: none"> <li>• Professional fundraising qualification</li> <li>• Membership of the Institute of Fundraising or another relevant professional body</li> <li>• Evidence of continuing professional development in relevant area</li> <li>• Educated to 'A' level standard</li> </ul>

### Skills and experience for the role

Essential	Desirable
<ul style="list-style-type: none"> <li>• Substantial experience of successfully developing and implementing a fundraising strategy</li> <li>• Proven track record of delivering fundraising income success across a number of income streams</li> <li>• Ability to analyse figures and complex information and report accurately and appropriately</li> <li>• Strong planning and organisational skills, including excellent prioritising and time management skills</li> <li>• Ability to build relationships and networks to influence people across a wide spectrum</li> <li>• Ability to engender a pro-active team culture</li> <li>• Accuracy and attention to detail</li> <li>• Ability to make decisions and take the initiative</li> <li>• Presentation skills, face to face and written, across all media, to a wide variety of stakeholders</li> <li>• Excellent communication and influencing skills</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrable experience of working across a senior management team to create a culture which is conducive to successful fundraising</li> <li>• Experience of leading, motivating and managing a team to deliver targets</li> <li>• Proven experience of managing a range of volunteers that has led to demonstrable improvement in the return on investment of a fundraising team</li> <li>• Experience of managing communications within an organisation</li> <li>• Experience of developing relationships with a range of media that have led to an increased profile for an organisation</li> <li>• Experience of dealing with HR and performance issues within the day to day running of a team</li> <li>• Experience of updating websites</li> </ul>

<ul style="list-style-type: none"> <li>• Minimum of 3 years' experience working in a fundraising role</li> <li>• Data management systems and use of CRM to develop and enhance relationships including all stakeholders</li> </ul>	
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### Knowledge for the role

Essential	Desirable
<ul style="list-style-type: none"> <li>• Knowledge of the Institute of Fundraising codes of best practice and Fundraising Regulator recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the legal requirements relating to fundraising/information governance</li> <li>• Knowledge of regional/national fundraising environment and relevant trends</li> <li>• Experience of preparing written reports and presenting to Board/Trustees</li> </ul>

### Other personal attributes

Essential	Desirable
<ul style="list-style-type: none"> <li>• Empathy with Hospice Vision and Mission and commitment to the work and values of the Hospice movement</li> <li>• Team player, with a desire to engage with and motivate the fundraising team</li> <li>• Professional attitude and self-motivated</li> <li>• Ability to work in the evenings and at weekends as role requires</li> <li>• Willingness to drive locally and nationally</li> <li>• Drive and ambition to succeed</li> <li>• A presentable and professional manner and appearance, with a 'can-do' attitude</li> <li>• Access to a car and full driving licence</li> </ul>	