|  |  |
| --- | --- |
| **Job title:** Fundraising Manager | **Responsible to:** Director of Fundraising |
| **Role**  The Fundraising Manager is responsible for Individual and Regular Giving income generation. Line management of the payroll giving team and Campaigns Fundraiser.  The role holder will have relevant charity fundraising experience with understanding of supporter acquisition and retention, supporter journey development and understanding of emotional and behavioural motivations for giving.  Manage individual giving campaigns, including the development of legacy marketing and major donor fundraising plans, increasing the opportunity for major donations. Investigate, innovate and implement new fundraising opportunities through a programme of insight led fundraising activities using our CRM and other tools to find opportunities e.g., future donors and major funders; track progress and evaluate and report effectively.  Collaborate with both the Director of Fundraising and Senior Commissioning Manager in creating a pipeline of major Donors and potential match funding opportunities for upcoming funding programmes.  The role holder must be a real team player able to deliver projects on time, be reliable and proactive. Working collaboratively with the Director of Fundraising to ensure the overall fundraising strategy and objectives are achieved. | |
| The main responsibilities of the Fundraising Manager are:  Line Management:   * Set evidence based, SMART targets for Individual and Regular Giving teams using a suite of planning tools * Ability to line manage and performance manage fundraising and income generation teams through effective performance management. * To develop individuals within the team to maximise their potential and effectiveness. * To facilitate and implement personal development programmes for staff and review performance in line with agreed standards of delivery. * To work closely with the Campaigns Fundraiser to support a calendar of campaigns   Individual and Regular Giving   * To develop and deliver the Regular and Individual Giving strategy achieving sustainable measurable income growth. * To contribute to shaping the strategic direction of the Charity by working with the Director of Fundraising to ensure key objectives are met. * To be creative in researching, testing and where appropriate, developing new opportunities for individual and regular income generation. * To regularly and accurately monitor and evaluate progress across the fundraising function and effectively feed that information and data into future planning. * To create, implement and update departmental processes to ensure efficiency and effectiveness.   Oversee the Payroll Giving team   * To build effective working relationships and communicate regularly with third party payroll giving organisations. * Act in accordance with the Memorandum of Understanding between the Royal Navy and the RNRMC. * To work closely with the Fundraisers to pro-actively promote and develop the payroll scheme within the Royal Navy, identifying and delivering new opportunities to maximise income generation   Legacy and Major Donor Giving   * Develop and implement tailored stewardship of long-standing and potential major donors, leading to better supporter retention and income development * To ensure momentum and progress with the new legacy fundraising strategy including creation of new materials, the promotion and execution of campaigns, identifying and organising engagement opportunities and stewardship events.   Budgets   * Ability to understand and manage complex, multi-faceted income and expenditure budgets, identify and mitigate financial risk and report confidently on progress based on evidence and insight. * To set and deliver on annual budgets, reviewing figures regularly and taking appropriate action ensuring financial sustainability. * To achieve income targets by effectively managing resources within agreed budgets and ensuring the highest return on investment.   General   * To play an active role within the Management Team, working effectively with colleagues to achieve objectives. * To work closely with the Grants Department to facilitate a better understanding of the needs of our beneficiaries and the impact of our work, to support increased income generation. * To act in accordance with the Charity’s GDPR Policy to ensure data remains confidential and is used appropriately. * Understanding of Charity Law and all other legislation relating to fundraising and income generation * To represent the organisation to appropriate donors, partners and networks to secure and/or maintain support. | |
| **Person Specification**  **Qualifications**  The role holder should be educated to Degree level or equivalent standard.  **Experience**   * Experience of working in a management role. * Experience of Microsoft Office applications (Outlook, Word, Excel and PowerPoint). * Experience of working for a charity or not-for-profit organisation. * Working knowledge of Gift Aid. * Experience of working with a charity or business CRM system. * Understanding of fundraising legislation and compliance. * Experience of budget preparation and management.   **Skills**  The role will see the post holder constantly having contact with people from both within and outside of the organisation and they must therefore have:   * Strong prioritisation, time-management and organisational skills. * Flexibility and the willingness to learn new skills. * Able to use own initiative when required. * Ability to work alone and use own judgement. * Analytical skills to distil key information, paying close attention to detail * Excellent written and verbal communication skills.   **Knowledge**  A knowledge of Naval or military environments and/or third sector would be beneficial.  **Attributes**   * Self-motivated with the ability to use own initiative. * Ability to manage multiple tasks to time deadlines. * Adaptable/flexible – accepting of variety and change (positive or negative). * Proactive and ambitious. * An approachable and cooperative attitude * Strong attention to detail and accuracy. * A polite and professional manner. * Empathy with and support for the values, aims and objectives of the RNRMC. * A team player with an approachable and cooperative attitude. * Dependable – reliable with a determination to fulfil expectations. * Integrity – honest and ethical approach essential. * Resilient – able to deal calmly and effectively with unforeseen problems. * Able to give and receive constructive feedback in a measured and positive manner. | |