

# Job Description/Person Specification

## Post: Fundraising Team Manager

Hours: 25 hours (subject to review)

Salary £27,744-£29,201, subject to review and/or experience

### Job Purpose:

You will lead Carers Trust Solihull's (CTS) community fundraising strategy and two-year fundraising delivery plan to generate additional net income and so that the fundraising portfolio becomes a dependable source of income for the charity.

### 1 FUNCTIONS SPECIFIC TO THIS ROLE

- Develop fundraising strategy for diverse streams of income in collaboration with the Chief Executive Officer.
- Lead on the annual fundraising delivery plan and budget to secure restricted and unrestricted local and national income.
- Coordinate the fundraising element of the annual programme of Carers Week, Carers Rights Day, Young Carers Action Day, Solihull Carers Awards, the Carer Trust Annual Walk & a Christmas Appeal.
- Work on a series of Grant and Trust, large medium and small bids or joint regional applications.
- Build relationships with funding agencies, public, private and voluntary sectors, regional partners to maximise income.
- Work closely with PR and Comms colleagues to ensure fundraising and campaigning messages are consistent and complementary
- Prepare fundraising promotional materials, pitches/presentations to potential funders, periodic donor-orientated newsletters, press releases, and consistent social media content.
- You will establish a *Friends of Carers Trust Solihull* volunteer fundraising network and grow local Charity of the Year income.
- Research, identify and explore new sources of income
- Develop CTS' profile with the Chamber of Commerce, and external companies' volunteers where it is efficacious.
- Engage with potential donors, clients, or partners, ensuring all enquiries and requests for support are responded to quickly and effectively.
- Ensure regular reports to the CEO and Trustees on fundraising activity, outcomes and financial KPI targets.
- You will work to the Chief Executive Officer (CEO) and an effective member of the CTS' Quality Mgt Team (QMT).
- Develop a small group of volunteers to support your fundraising activity, including their expenses and support.
- Ensure CTS has sound fundraising practices and ethics that meet the audit standards, producing policies and procedures relevant to this role.

### 3 Work conditions applicable to this post:

- Hybrid based 60% office 40% home.
- Some travel may be necessary.
- Some flexibility in times/workdays required, including occasional weekend fundraising events.

### 4 Accountability:

- Reporting to the Chief Executive Officer
- Working towards realistic fundraising income generation targets
- Other Volunteers are competent in covering functions under the remit of the Fundraising Team Manager.
- Contribution to the leadership team and the Chief Officer's work.

- CTS complies with fundraising governance and legislation on behalf of the Chief Officer.
- Ensure all CTS staff are properly equipped to deliver their parts for any fundraising activity.
- Decision-making level – operating within relevant policies and procedures.

## 5 Relationships:

- Chief Executive Officer
- CTS Team Managers
- Fundraising volunteer support and fundraising volunteers.
- All staff, particularly the Leadership Team
- Chair of Trustees, Treasurer other Trustees
- Volunteers undertaking any of the role's delegated functions.
- Volunteers involved in any of the role's functions

### Externally:

- Trusts and Foundations and national funders.
- Third-sector forums and networks
- Chambers of Commerce and other Solihull networks
- Training providers

## 2 FUNCTIONS APPLICABLE TO ALL STAFF:

- Contribute to the development and achievement of CTS strategic quality service objectives.
- Be an excellent ambassador of CTS when meeting with carers and members of the public or representing CTS in meetings with other organisations.
- To actively promote the non-discriminatory practice, equal opportunities and a diversity of perspectives.
- To ensure the smooth day-to-day running of Carers Trust Solihull services and activities
- Contribute to fundraising by contributing to bid writing etc.
- Adhere to CTS policies and procedures
- To work positively and flexibly as part of the CTS team.
- To attend and participate in necessary internal staff meetings.
- Use CTS income wisely and within your authority.
- Support volunteers in tasks linked to your work.
- Participate in appropriate training.
- To service one's own work.
- To undertake other tasks as required.
- Duties of all CTS staff are periodically reviewed and may alter in line with service requirements and developments in consultation with staff.

## 6 PERSON SPECIFICATION

### Specific to this role

#### Essential

- Experience in fundraising.
- Knowledge skills or experience in sales, grant applications, marketing, customer service, marketing, or account management.
- Ability to work towards reasonable long-term income generation targets.
- Understand what makes for effective and impactful fundraising partnerships.
- Able to demonstrate IT skills - all office applications.
- Knowledge of Fundraising Customer Relations Management software or similar.
- Ability to keep clear and accurate records, producing reports and analyses and presenting them effectively to stakeholders.
- Excellent verbal skills with the ability to converse sensitively and empathetically.
- Proven problem-solving ability.
- Excellent project and time management skills.
- Able to network and make new external contacts.
- Car owner with a valid license and the ability to travel to locations in the borough and nationally.
- Flexible and able to multi-task work proactively and independently.

**Desirable**

- Experience in community fundraising, donor management and stewardship.
- Experience meeting income generation targets.
- Experience with unpaid Carer support services or working with similar organisational practices
- Relevant qualifications and training
- Local knowledge of Solihull
- Excellent staff volunteer supervision and human resources

**2. Applicable to all staff**

- Positive attitude
- Emotionally resilient
- Non-judgemental and respectful of others
- Commitment to equality and diversity
- Respectful of confidentiality
- Excellent team player
- Appropriate sense of humour
- Approachable and sensitive to issues
- Empathetic with an understanding of caring
- Approachable and able to be sensitive
- Able to work on own initiative within the boundaries of the role