**Job Description**

**Job title:** Fundraising Manager

**Location:** Based at our offices in Burpham, Guildford with the option of working from home one or two days a week dependent on business need. You will also be required to travel to other locations in Surrey to facilitate fundraising activities and lead awareness and engagement events.

**Hours and salary:** FTE Salary £40,000-£43,000 pa for 36 hours a week. Due to the nature of the role and the carers we support, you will need to be able to work flexibly to include some planned evenings and weekends. We will consider applications from candidates looking to work substantive part-time hours.

**Reporting to:** The post holder will report to the CEO and will be a member of the senior management team.

**Job Purpose:**

This is a new role that will increase income and diversify funding for Action for Carers through developing a fundraising strategy and setting up a new function within the organisation. You will work closely with the CEO, COO and Senior Team to:

* Raise funds through grants, foundations, trusts, activities and donations
* Increase awareness of Action for Carers as a relevant and worthwhile cause to donate to
* Nurture and establish new corporate partnerships and strategic community partnerships
* Develop and action opportunities that provide good return on investment
* Ensure that all fundraising activities reflect our strategic objectives and uphold our values and reputation.

The postholder will be able to influence the future structure of the fundraising function as we plan to grow the team and / or work with external fundraising agencies. Our expectation is that within three years, this function will provide a significant return on investment.

**Main Duties**

**1.** **Partnership Development**

* Develop a partnership engagement strategy that raises the profile of Action for Carers with local businesses, community groups, education providers and other stakeholders and results in increased awareness and donations / fundraising activities.
* Identify, cultivate, and build relationships with corporate partners and strategic community groups that support fundraising, gifts-in-kind and volunteer engagement.
* Act as the primary point of contact for corporate partners and strategic community groups, ensuring effective, regular communication and excellent relationship management.
* Celebrate and recognise partnerships and funders, working closely with our marketing and communications team.
* Promote the role of carers with external partners.

**2. Trusts, Grants and Foundations**

* Establish systems to identify appropriate Trusts, Grants and Foundations opportunities.
* Work with colleagues to identify ACS projects which match with available funding.
* Lead bid applications – with the support of the Finance Manager and external agency support where appropriate.
* Build relationships with key providers of Trusts, Grants and Foundations in Surrey and nationally as applicable.

**3. Community Engagement**

* Manage engagement opportunities with local communities, groups and associations to raise awareness of the charity and its beneficiaries, and our need for funds. This includes attending higher value opportunities and coordinating attendance at other events.
* Support, encourage and facilitate these groups in their fundraising efforts, including a programme of regular communication and thanks.
* Organise community outreach events, workshops, and information sessions to build relationships and encourage further support.
* Oversee a network of ambassadors and champions to support awareness raising.

**4. Individual Giving**

* Promote and facilitate the giving of individual donations.
* Support individuals, and teams, carrying out fundraising on our behalf, advising them on how to maximise impact and income and providing materials and resources to support them.
* Manage opportunities for fundraising events (run by other organisations) for people participating on behalf of ACS.
* Build awareness of, and sign up to, legacy giving and payroll giving.
* Consider opportunities to reach high net worth individuals who may become supporters.
* Develop engagement plans to encourage those who’ve received our support to move on to become supporters themselves.

**5. Communications, Engagement, and Profile-raising**

* Represent and organise representation for the charity at networking events, conferences, and community forums
* Present about ACS and the need for support as required
* Lead responses to offers of support to provide full and efficient management of supporters
* Work with the Marketing Department to create and develop communications (including email marketing, website pages, leaflets and social media) that describe the need, inspire fundraisers and outline fundraising opportunities, as well as thank supporters for their work and keep them up to date on ACS activities.
* Write reports and updates to ensure key funders are informed of the positive impact of their support.
* With the support of the Volunteer Coordinator, build and implement volunteering opportunities that support profile raising and funding efforts.

**6. Legislation and Reporting**

* Write reports and other relevant updates to keep the Board and other ACS stakeholders, including employees informed about our fundraising work.
* Ensure all work meets current legislative requirements, good practice and is line with ACS policies and procedures, in particular to understand the responsibilities in the role in relation to safeguarding, confidentiality and data protection.
* Ensure ACS complies with the Fundraising Regulator’s Code of Fundraising Practice.

**7. General**

* Provide leadership across the organisation, including to actively participate in a range of meetings and responsibilities aligned to being a member of the senior management team.
* Keep up to date on relevant industry trends, best practice, and funding opportunities.
* Work in accordance with the ACS Code of Conduct and understand and implement policies, standards and procedures.
* Promote and adhere to our values – Focus, Inclusion, Respect and Excellence.
* Attend mandatory and other training identified by ACS.
* Provide cover for relevant colleagues during holiday and other absences.
* Attend and contribute to team meetings, individual supervisions with line manager and internal communication meetings.
* Undertake any other duties as appropriate and commensurate with the grading of the post.

**Fundraising Manager - Person Specification**

|  |  |  |
| --- | --- | --- |
| **Essential Criteria** |  |  |
| **Experience** | **Ess.** | **Des.** |
| * Proven experience in fundraising, including developing a fundraising or business development function within a charity or similar organisation.
 | ✓ |  |
| * Demonstrated success in leading funding bids to grant-making trusts and foundations with evidence of achieving ambitious income targets.
 | ✓ |  |
| * Experience in establishing and managing external partnerships / relationship management, including corporate partnerships and community groups.
 | ✓ |  |
| * Track record of engaging local communities to increase awareness, participation, and fundraising activities.
 | ✓ |  |
| * Experience in developing and implementing fundraising strategies tailored to organisational needs.
 | ✓ |  |
| * Experience of working in a regional charity or with organisations of a similar scale.
 |  | ✓ |
| * Success in building fundraising capacity in a new or underdeveloped function.
 |  | ✓ |
| * Previous experience in leading a small team or managing volunteers in a fundraising context.
 |  | ✓ |
| **Skills and Abilities** |
| * Public speaking and presentation skills to represent the charity at events and in community settings.
 | ✓ |  |
| * Excellent written communication skills, with the ability to craft compelling and persuasive funding applications, proposals, and reports.
 | ✓ |  |
| * Strong relationship-building skills, with the ability to cultivate partnerships and maintain effective communication with diverse stakeholders.
 | ✓ |  |
| * Ability to work strategically and operationally, balancing day-to-day responsibilities with long-term planning.
 | ✓ |  |
| * Highly organised, with excellent time management and the ability to manage multiple projects and deadlines.
 | ✓ |  |
| * Good financial acumen, including budget development, monitoring, and financial reporting.
 | ✓ |  |
| * Proficiency in using CRM systems or fundraising databases to track and manage donor relationships.
 |  | ✓ |
| **Knowledge** |
| * Strong understanding of the fundraising landscape, including knowledge of grant-making bodies, corporate social responsibility initiatives, and community fundraising trends.
 | ✓ |  |
| * Familiarity with fundraising regulations, GDPR, and ethical fundraising practices.
 | ✓ |  |
| * Knowledge of the local region, including its community networks and potential funding opportunities.
 |  | ✓ |
| * Understanding of marketing and communications strategies to support fundraising and awareness-building.
 |  | ✓ |
| **Personal Qualities** |
| * Proactive, entrepreneurial, and able to take the initiative in developing a new function.
 | ✓ |  |
| * A creative and innovative thinker, with the ability to identify opportunities and develop fresh approaches to fundraising.
 | ✓ |  |
| * Strong commitment to the values and mission of the charity, with a genuine enthusiasm for making a positive impact.
 | ✓ |  |
| * Resilient and adaptable, with the ability to manage change and overcome challenges.
 | ✓ |  |
| **Other Requirements** |
| * Willingness to travel regionally to engage with stakeholders and attend events.
 | ✓ |  |
| * Ability to work occasional evenings or weekends to attend community events or fundraising activities.
 | ✓ |  |