

Senior Fundraising Manager job pack

Title	Senior Fundraising Manager
Hours	37 hours per week
Salary	£40,000
Accountable to	Head of Fundraising and Communications
Responsible for	Fundraising Administrator and Fundraising Manager (new role planned for 2025/26)
Based	Hybrid working arrangement (home and the St Ives, Cambridgeshire office) with a minimum of Thursday mornings in the office

About Caring Together Charity

More than three in five of us will become a carer at some point in our life. Caring Together Charity is an ambitious regional charity that provides emotional and practical support, information and advice to carers of all ages and their families, as well as opportunities to take a break from their caring role.

Our vision is of a world in which no unpaid carer is in crisis, isolated or struggling alone.

About the role

This exciting role will drive forward fundraising activity at Caring Together Charity to support the over 150,000 unpaid carers of all ages across our region.

No one plans to become an unpaid carer. Yet the unpaid carers we support often devote hours of their time day in, day out to looking after a family member or friend with a long-term illness or disability. Whether the person you look after has dementia, cancer or schizophrenia, and whether they are your parent, partner, child, sister or grown-up son, that person cannot cope without your support, and you cannot plan your day without considering their needs.

The postholder will develop plans and implement campaigns to raise funds from individual giving including direct mail appeals, in memory giving, legacies, community fundraising and gaming.

Our new strategy prioritises fundraising and provides for bold and compelling messages to enable us to engage with new and existing supporters, motivating people and organisations to support our work into the future.

Key accountabilities of the role

1. Working with the Head of Fundraising and Communications, devise annual fundraising plans and activities to achieve the ambitions set out in the Caring Together Charity Fundraising Strategy.
2. Adopt a creative and innovative approach, testing new activities and methods to engage supporters and raise funds, evaluating and learning from these on a continuous basis.
3. Prioritise sustainable fundraising activities and approaches to building relationships, with a focus on retention and supporter development as well as new supporter acquisition.
4. Develop a good understanding of all Caring Together Charity's services and projects, and work closely with the Senior trusts and projects manager to match fundraising activities to projects and develop campaigns that maximise opportunities.
5. Plan and implement fundraising campaigns, with a proactive, hands-on approach to generating income from:
 - Appeals to community groups including golf clubs, Rotary Clubs and Freemasons Lodges.
 - In-memory giving via online Tribute pages and at funerals or other in-memory events.
 - Gifts in Wills/legacies.
 - Appeals to individual supporters including direct mail appeals, magazine appeals and email newsletter appeals with a focus on recruiting and retaining regular monthly givers.
 - Promotion of lotteries and raffles, and
 - Volunteer-led fundraising events.
6. Manage online giving platforms (such as Just Giving) to ensure a positive user experience and maximise functionality for fundraising success.
7. Develop fundraising assets such as letters, leaflets and displays including writing copy and design briefs.
8. Develop supporter journeys that provide supporters with facts, stories and case-studies to illustrate the impact of their giving.
9. Work closely with Communications team colleagues to gather case studies and materials to support fundraising such as film, photographs, and quotes.
10. Provide quarterly written reports to the Head of Fundraising and Communications, for further submission to the Fundraising Committee of the Board of Trustees.
11. Work closely and collaboratively with the Fundraising Administrator to ensure income is accurately recorded and coded on Salesforce, and supporters are thanked in a timely and thoughtful manner.

12. Manage, support and guide volunteers so each feels part a valued member of the team.
13. Comply with the Code of Fundraising Practice, GDPR and Caring Together Charity's Ethical Fundraising policy at all times.

Caring Together Charity is committed to safeguarding and promoting the welfare of vulnerable adults and children and expects staff and volunteers to share this commitment.

We are inclusive. We celebrate multiple approaches and points of view. We are an equal opportunities employer and expect staff to respect the personal choice and lifestyles of colleagues, carers, and people with care needs.

We require all employees to undergo a Disclosure and Barring Service (DBS) check proportionate to the position they hold. The DBS check will be renewed every three years.

Person specification

Requirements	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Skills, attitude and experience are more important than specific qualifications. 	
Experience and knowledge	<ul style="list-style-type: none"> Experience of developing fundraising plans and approaches, and personally achieving income targets. Experience of individual giving, including writing and managing direct mail appeals. Experience of developing and implementing in-memory and legacy fundraising campaigns, and growing income in this area. Experience of analysing the results of fundraising activities and campaigns and reporting on these. Knowledge of key principles of sustainable fundraising including supporter retention. 	<ul style="list-style-type: none"> Understanding of issues faced by carers of all ages. Experience of community fundraising. Experience of managing and motivating volunteers. Experience of writing fundraising reports.
Skills and abilities	<ul style="list-style-type: none"> Self-motivated and accomplished at driving projects forward, managing own workload and time. Ability to use CRMs with confidence and analyse data to present and evaluate results. Clear and persuasive writing skills, suitable for a wide range of audiences. Personable with very good relationship-building skills. Excellent attention to detail. 	<ul style="list-style-type: none"> Can demonstrate an entrepreneurial and innovative approach. Experience of public speaking and presenting.

	<ul style="list-style-type: none"> • Excellent influencing skills – clear, persuasive and determined. 	
<p>Personal attributes</p>	<ul style="list-style-type: none"> • A team player, able to work collaboratively with others to achieve the best results for the charity. • Accountable and honest regarding successes, challenges and learnings. • Positive and enthusiastic with a 'can-do' approach. • Confident to take managed risks and try new things. • Passionate about the positive impacts that fundraising can bring about. 	

Application and recruitment process

Closing date	The closing date for this post is 5pm on Monday 3 February 2025.
Interview	It is anticipated that interviews for this post will take place on Thursday 13 February 2025.
Start date	The post is available immediately, on a full-time permanent basis.
Referees	The successful candidate will be asked to provide contact information for two referees. It is expected that one of these will be your current or most recent employer.
Proof of qualifications	The person specification for this post lists qualifications that are essential and/or desirable. If you are successful, you will be asked to provide original certificates of these educational and professional qualifications. Please do not enclose these with your application.
Terms and conditions	Full details of the terms and conditions of employment will be made available to the successful candidate.
Annual leave	The successful candidate will be entitled to 25 days (pro rata) annual leave plus statutory holidays (eight days) as well as the option to buy and sell annual leave in accordance with our policy.
Pension	Caring Together Charity comply with all current legislation regarding auto-enrolment into a pension scheme for employees.
Entitlement to work	If you are shortlisted for interview, you will be asked to bring to interview original documentary evidence of your entitlement to work in the UK in line with a list of acceptable documents that we will provide to shortlisted candidates. Please do not enclose these with your application.
Working hours	Normal working hours are between 9.00am and 5.00pm, however Caring Together Charity is committed to ensuring a work-life balance for our employees as well as supporting employees with priorities such as caring or other family commitments. We support flexible working patterns and arrangements where these are mutually agreed between the employee and their line manager. The successful candidate may be required to work flexibly at evenings and weekends at times.
Benefits	Full details of the benefits of employment will be made available to the successful candidate.