

ADM1705 FUNDRAISING MANAGER (G7) JOB DESCRIPTION AND PERSON SPECIFICATION

(December 2017)

Principal Duties

To undertake the specific and generic principal duties and role requirements of a Fundraising Manager as set below, in particular to:

- Work closely with the Executive Director to develop and manage ORC's fundraising and related communications, including development and implementation of the Fundraising Strategy and participation in the Communications Strategy
- Increase the number of donors (Trusts, Foundations, Corporate, HNWI and other) and unrestricted/restricted core income over time.
- Ensure ORC's compliance with relevant Fundraising, Data Protection and other regulations, in liaison with relevant staff and Trustees

Specific responsibilities

Develop new and maintain existing donor relationships

- Work with the Executive Director to develop a portfolio of up to 150 existing and new donors, prospects, trusts and corporate contacts through a variety of personalized and creative approaches, including through face to face meetings, phone calls, events and written and oral communications
- Raise income to meet agreed targets (building to £100k additional funds raised in the first 12 months – current unrestricted donations ca £110k), with a focus on gifts in excess of £1k.
- Actively drive new business, working closely with the Senior Management Team and Trustees to identify and evaluate new prospects utilizing a wide range of methods including developing peer to peer networks and events.
- , working closely with the Executive Director and project teams.
- Represent ORC personally with prospective donors where the occasion demands.
- Create and develop recognition opportunities to consolidate relationships.
- Produce high quality written proposals and make verbal presentations tailored specifically to inspire and captivate donors.
- Support the development of potential new corporate fundraising opportunities which come about through major donor or other connections to the Charity.
- Lead unrestricted/restricted core Trust & Statutory funding applications, and support project team with restricted funding applications if required.

Strategic

- Develop an in-depth knowledge and understanding of the Charity's work, values and ethos so as to be able to support its communication, particularly to donor and general public audiences.
- Engage with the organisation's strategic planning process, including the Fundraising and Communications Strategies, in order to identify new developments and plan effectively for funding opportunities.

- Develop accurate fundraising budgets and operational plans to deliver the Fundraising Strategy as part of the organisation's business planning process.
- Contribute an understanding of relevant data protection issues and other fundraising regulation issues, and work with the Deputy Director (Programmes) to ensure compliance with the General Data Protection Regulation (GDPR).

Project Identification, Development and Monitoring

- Work closely with colleagues to identify potential new projects suitable for major donor/trust/corporate funding.
- Work in partnership to develop these, ensuring they are packaged and presented in ways that will optimize funding opportunities.
- Work with Senior Management Team and Programme Team Leaders to maintain an information bank of projects available for fundraising including budgets, project outlines and timescales.
- Support project staff in the production of regular monitoring reports on projects funded by donors.

Administration

- Manage a dynamic workload and respond to competing priorities.
- Line management of Senior Fundraising Administrator if applicable
- Work closely with the Deputy Director (Finance & Resources) and the Finance Officer to ensure all income raised is restricted appropriately and dealt with efficiently and effectively.
- Provide regular activity and income updates to the Senior Management Team and Trustees.
- Maintain accurate records both on paper and through the database.
- Assist with a review of the Charity's current CRM database and alternative options

Generic Principal Duties

- Provide back up support if needed when other admin staff are absent (on annual/sick leave)
- Attend staff and other meetings as requested.
- Supervise voluntary, work experience and other administrative staff as required.
- Support the induction of new staff as appropriate to your role.
- Provide meeting, event and other assistance to the Director and other staff as required.
- Keep up to date with best practice in fundraising and undertake training to be able to continue meeting the requirements of this role and develop your potential as a member of ORC staff.
- Comply with relevant legislation.
- Any other duties that may be allocated by the Director, including responsibilities not listed above that may be allocated in the Annual Business Plan and/or agreed as part of annual appraisals.

PERSON SPECIFICATION

Attribute	Essential	Desirable	How identified/ assessed*
Qualifications			
Educated to degree level or equivalent experience	X		AP
Relevant fundraising and project/ event management qualifications		X	AP
Experience			
Previously worked in a major donor role, with demonstrable experience of securing high value gifts	X		AP/I/R
Track record of building successful relationships with high net worth individuals, trusts and corporate donors	X		AP/AS/I/P/R
Knowledge and understanding of using fundraising/CRM databases.		X	AP/AS/I/P/R
Planning and leading successful cultivation events which target major donors		X	AP/I/R
Familiarity with recent developments in fundraising and data protection regulation		X	AP/I/R
Skills			
Be comfortable making the ask	X		AP/I/R
Good communication skills both written and oral, in a variety of styles	X		AP/AS/I/R
Ability to modify behaviour and writing styles to adapt to the individual audiences we communicate with, both in written and face to face communications	X		AP/I/P/R
Confidence to connect the supporter to the cause and encourage them to donate.	X		AP/I/P/R
Able to understand and communicate information about our work in a compelling, honest and transparent way.	X		AP/I/P
Excellent organisational, project management and database skills	X		AP/I
Personal qualities			
Self-motivated	X		AP/AS/I/P/R
Creative and lateral thinker able to develop new opportunities	X		AP/AS/I/P/R
Independent and able to work alone and as part of a team	X		AP/I/R
Able to effectively plan and prioritise a complex and varied workload, work under pressure and to deadlines whilst maintaining positive relationships	X		AP/I/P/R
Enthusiastic and flexible	X		AP/AS/I/P/R
Interest in organic food and farming, food systems, agroecology and the environment (training available)		X	AP/I
Able to contribute to the wider activities undertaken by ORC		X	AP/I
Additional requirements			
Clean full driving licence.	X		AP/I
Willingness and ability to travel where and when needed in the UK and other parts of Europe	X		AP/I/R
Willingness to work additional hours at peak times	X		AP/I

*AP = Application; AS = Assessment; I = Interview; P = Presentation; R = References