

Headway East London
Bradbury House
Timber Wharf
238-240 Kingsland Road
London E2 8AX



Tel: 020 7749 7790
Fax: 020 3582 4688

February 2019

Dear Applicant,

Re: Fundraising Manager

Thank you for your interest in the above vacancy with Headway East London. All the information you need about Headway East London can be found on our website www.headwayeastlondon.org and our blog <http://headwayblog.blogspot.co.uk>.

The starting salary for this position is between £30,603.83 - £32,481.79 dependent on experience. From April 2019 the salary levels for this post may be subject to a Cost of Living (CoL) increase.

The job description and person specification are attached. In order to apply you will also need the following documents, which can be downloaded from the website or sent to you in the post on request:

- Application form
- Ethnic monitoring form

Please ensure you address the requirements as laid out in the job description and person specification when completing page 4 of your application and ensure all other sections of the form have been completed. Incomplete applications will not be considered and CVs will not be accepted.

Please send your completed application to recruitment@headwayeastlondon.org by **9am on Monday 11th of March 2019**. If you would like further information about the role, please get in touch (my email and number are below)

If you have not heard from us by the end of **March**, please assume that your application has not been successful.

Yours faithfully,

Anthony Bonfil
Chief Executive
Email: anthony.bonfil@headwayeastlondon.org

Tel: 020 7749 7790

Job Description

Job Title:	Fundraising Manager
Department:	Communications and Fundraising Team
Based at:	Headway East London
Contract:	Permanent
Hours:	Full time, 35 hours
Line Manager:	Chief Executive

Background

Headway East London is a charity and social care provider across 13 boroughs of north and east London. It has been operating for 21 years and has grown substantially over that period. It offers a range of specialist services and support to brain injury survivors (members) and their families and carers. We need an experienced Fundraising Manager to lead our expanding Fundraising Team to achieve the future aims and targets of the charity.

Main Purpose:

The post-holder will be expected to: oversee the development and delivery of the Fundraising Strategy and annual fundraising target, helping to secure the organisation's financial standing and developing new avenues for income generation; line manage the Fundraising and Development Officer; help gather data on the success or failure of the Strategy and review it in partnership with the Chief Executive and other members of the Senior Management Team; manage all aspects of fundraising activity; be responsible for communicating effectively with current supporters and donors, as well as, engaging new supporters and donors for the charity.

Main Duties

Strategy Development and Implementation:

1. Work with the Chief Executive to develop and implement the Fundraising Strategy
2. Work closely with the Senior Management contributing to the development of the charity's overall strategic plan to ensure that fundraising is integrated effectively with other areas of the organisation's work
3. Devise and organise fundraising campaigns

Budget Delivery:

4. Deliver against defined income and expenditure targets, enabling the organisation to achieve its plans, and contributing to the overall growth of the organisation.
5. Research fundraising opportunities and write grant applications to charitable trusts and statutory bodies
6. Plan and manage fundraising events, engaging supporters from across different sectors (e.g. art sales, sponsored challenges, supper club evenings)
7. Maintain and grow our database of trusts and philanthropists
8. Create compelling, emotionally powerful funding propositions complete with budgets, costings and financial data as appropriate

9. Prepare high-quality presentations, and fundraising materials as required

Monitoring:

10. Report to the Chief Executive on progress towards fundraising targets, and help them to periodically review the strategy, implementing changes where necessary
11. Monitor income generated by projects and other fundraising activity and work with the Finance Team to ensure all income is properly recorded and tracked (including Gift Aid)

New Income Streams:

12. Develop new fundraising opportunities, to ensure a balanced portfolio of fundraising activities that will spread risk and maximise opportunities for revenue generation
13. Help the organisation capitalise on fundraising opportunities created by its communications activities and member-led occupational projects (art, food, life stories, merchandise, music)

Account Management & Stewardship:

14. Build and maintain relationships with major donors or corporates, ensuring that they are kept informed of progress
15. Undertake presentations to corporate supporters and foundations where appropriate

Legal Compliance:

16. Maintain an up-to-date knowledge of the law surrounding fundraising and communications activities and ensure that any fundraising activity complies with relevant legislation at all times, including contract compliance, GDPR, Fundraising Regulator and insurance requirements

Leadership and Line Management:

17. Line manage and support the Fundraising & Development Officer in their day-to-day responsibilities
18. Liaise with both the Development Director and the Communications and Development Manager in delivering the overall Communications & Fundraising Strategy agreed outcomes

Communications and Awareness-Raising:

19. Work in collaboration with the Communications & Development Manager to capitalise on fundraising and awareness raising opportunities
20. In conjunction with the Communications Team keep supporters up-to-date about the organisation's fundraising work and about upcoming opportunities for involvement
21. Take an active role in the development of new thinking and approaches specifically with regard to digital and social media fundraising initiatives

Co-Production:

22. Ensure the meaningful involvement of members, staff and volunteers in the delivery of the Fundraising Strategy
23. Recruit, inspire and organise participants (both from the public and from Headway's stakeholders) for fundraising activities and support them through the fundraising experience, making sure they feel valued and rewarded for their efforts
24. Maintain the ethos and values of the charity and positively promote the work and activities including the co-productive values of the charity at all times

Other Duties

1. Actively follow the organisation's policies and procedures, particularly in relation to Health and Safety, Data protection, Safeguarding, Equal Opportunities and Finance
2. Undertake any task that may be requested from time to time that may be consistent with the nature and scope of the post
3. Attend staff meetings and training as required
4. Be willing to work occasional evenings and weekends (time off in lieu will be given)
5. Be prepared to develop skills and competencies to meet the demands of the role as it evolves over time
6. Play a full and active role in supporting the organisation to meet our ambitious targets and aims

This job description outlines the current main responsibilities of the post, however, the duties of the post may change and develop over time and the job description may be amended in consultation with the post holder.

PERSON SPECIFICATION	
Essential	Desirable
<p>Qualifications</p> <ol style="list-style-type: none"> 1. Good degree in a relevant subject area, and or Diploma in Fundraising 	<ol style="list-style-type: none"> 1. Advanced Diploma in Fundraising 2. Member of the Institute of Fundraising
<p>Experience</p> <ol style="list-style-type: none"> 1. At least three years' experience in a target driven fundraising environment or a background with easily transferable skills (sales, account management, business development) 2. Experience in developing strategy and working to targets 3. Proven track record in generating and meeting fundraising targets 4. At least 1 years' experience of line management 5. Experience of grant fundraising or writing bids for new commercial contracts 6. Experienced in the use of a CRM system to record and plan activity 7. Experience of event organisation and public speaking 8. Experience of stakeholder stewardship 	<ol style="list-style-type: none"> 1. Experience of supervising volunteers
<p>Skills, Knowledge and Abilities</p> <ol style="list-style-type: none"> 1. Fluent in Microsoft Office software programmes 2. Ability to research and devise effective fundraising strategies 3. Ability to manage budgets 4. Excellent written and numeracy skills 5. Excellent communication, interpersonal, networking and relationship building skills 6. Excellent organisational skills 7. Ability to work to deadlines, and under pressure, managing several projects at a time 8. Ability to communicate the sense of mission that underpins our work as a Charity 9. Good working knowledge of digital and social media communication tools 10. Ability to self-motivate 11. Ability to problem-solve, prioritise and think innovatively 12. Ability to work collaboratively with a diverse range of people 13. Good knowledge of the Third Sector 14. Good knowledge and understanding of the demographic Headway East London serves 15. Familiar with Institute of Fundraising codes of practice and data protection legislation. 	<ol style="list-style-type: none"> 1. Understanding of brain injury/social justice/ disability 2. Skills in the development of merchandise, branding and/or market research

Other Requirements	
<ol style="list-style-type: none"> 1. Personally and professionally responsible 2. Enthusiastic to learn and committed to your own development 3. Passionate and driven to make a positive impact 4. In sympathy with the charitable aims and ethos of the organisation 5. A commitment to team working 6. Flexible, adaptable and reliable 7. A commitment to equal opportunities 8. Resourceful and resilient - embracing challenges and change 9. Discipline to work independently 	