

## JOB DESCRIPTION

<b>Fundraising Manager</b>
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<b>Salary:</b>	Competitive salary, negotiable based on experience
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<b>Background</b>
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Greensville Trust is looking for a proactive and motivated Fundraising Manager who will be responsible for developing and executing the fundraising and donor management strategy for the charity to fulfil its strategic and charitable objectives.

We are looking for candidates that have relevant experience in a similar role, with significant experience in fundraising. This position will be perfectly aligned with someone who is incredibly ambitious and wants to be part of a unique and unparalleled project.

We are looking for an individual who has an ability to support, train and develop volunteers and colleagues in order to make high level organisational change, as well as having a strong understanding of the complexities of working in such a unique organisation.

The ideal candidate will be someone who understands how to empower and equip the fundraising team to inspire confidence and create impact, as well as someone who has strong sales, administration and planning skills and are able to manage multiple projects within the organisation.

<b>Location</b>
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This role will primarily be based at the Heaton Mount site in Bradford, with travelling to other Greensville Trust sites and external venues as and when necessary.

<b>Principal Responsibilities</b>
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- Meet income targets by developing, implementing and managing the fundraising and donor communications strategy.
- Providing leadership, motivation, direction, support and advice to the Fundraising Team to ensure maximum return on fundraising campaigns and initiatives.
- Grow income over the next 5 years and improve the sustainability of the organisation by proactively securing funds from new income streams, such as grants, major donors, corporate funding and legacy funding.
- Oversee all fundraising activities and functions; initiating, coordinating, and implementing systems, policies, and procedures, ensuring maximum efficiency.
- Developing and presenting regular reports to the Managing Director, Leadership Team, stakeholders, donors and partners.
- Increase existing fundraising base and build on existing relationships with donors.
- Recruit, manage, and support volunteer fundraisers within the organisation, helping them to reach their fundraising potential and enabling them to achieve their ambitious fundraising goals.

<b><u>FUNDRAISING</u></b>
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- Identify and research potential funding opportunities from existing and new sources.
- Establish links with voluntary and statutory bodies to help promote the work of Greensville Trust and secure regular funding.
- Grow income from high value funders including corporate partners, charitable trusts and institutions whose criteria match the charity's aims and activities.
- Developing a long-term sustainability plan and fundraising strategy for Greensville Trust.

### CAMPAIGN & EVENT MANAGEMENT

- Plan and manage fundraising functions and events, including post-event activities and donor follow-up.
- Develop and coordinate online fundraising campaigns and events.
- Responsible for the development of all marketing collateral to promote fundraising campaigns and events (copy, design and media)
- Organise traditional activities such as sponsored challenges, seasonal and grass roots campaigns.
- Establishing links with sympathetic media outlets for fundraising and PR opportunities including online outlets.

### DONOR MANAGEMENT

- Build and implement a major donor cultivation and relationship management strategy that builds relationships and engagement with major donor prospects.
- Developing and implementing effective donor management strategy with all donors.
- Preparing and delivering presentations for potential donors and partners. •
- Responsible for the maintenance of all donor and fund development records.
- Accountable for the implementation and management of the Donor CRM system across the fundraising department.

### ADMINISTRATIVE

- Responsible for accurate capture and recording of data for the manager/director
- Ensuring budgets and reports are prepared effectively and accurately
- Tracking of forecast vs achieved
- Managing operational budget

### **Qualities of the ideal candidate**

This is an excellent role for an experienced individual with the following qualities:

- Proven record of accomplishment in fundraising or revenue driven campaigns with a minimum of 2 years' experience.
- Proven record of accomplishment in team management with a minimum of 2 years' experience.
- Substantial experience of planning and managing budget.
- Proven record of accomplishment of project management with a minimum of 2 years' experience.
- Experience of developing and delivering fundraising strategy
- High level of initiative, efficiency and self-motivation.
- Excellent staff management and interpersonal skills.
- Experienced project manager with a natural ability to create processes that empower decision-making.
- A proven ability to communicate effectively to a broad cross-section of stakeholders in both verbal and written form.
- Excellent organisational, and time management skills.
- Computer literacy including Word, Excel and PowerPoint.
- Ability to work independently and with minimal supervision.
- Ability to plan, balance and cope with competing priorities.
- Ability to motivate and enthuse staff, colleagues, volunteers, students and external supporters.
- Excellent copywriting skills and the ability to convert dense internal information into fundraising-friendly content for high value audiences.

- High standard of numeracy and budgeting skills.
- Creative, innovative and pro-active

### **How To Apply**

To apply for this role, please send your current CV along with a covering letter detailing skills and experience in relation to the job description in no more than 1200 words, to: [jobs@greensvilletrust.org](mailto:jobs@greensvilletrust.org).