



- Job Title:** Fundraising Manager
- Based at:** Paul's Cancer Support Centre, 20-22 York Road, London, SW11 3QA
- Reports to:** Chief Executive
- Salary:** £30,000 – 32,000 (pro rata), depending on experience
- Hours:** 21 hours per week with some flexible working possible. Occasional evening and weekend work
- Contract:** Permanent

Purpose of the Post

This new and exciting role will be responsible for the creation and implementation of a fundraising plan to raise funds from a range of sources and achieve agreed income targets

Main duties and responsibilities:

Fundraising strategy

- Using data, insight and local knowledge, work with the Trustees to develop a fundraising plan which will maximise income generation from a range of sources
- Plan best allocation of resources, making decisions to ensure best outcomes and value with a focus on sustainability

Individual giving (including major donors)

- Review relevant processes and make recommendations to improve customer experience and build lasting relationships
- Develop an approach to increasing individual giving through marketing campaigns
- Lead on the identification, cultivation and stewardship of high value and potential high value supporters across income streams

Fundraising partnerships

- Approach local businesses, clubs and societies, schools and other organisations with a view to establishing and maintaining fundraising initiatives
- Account manage charity of the year partnerships with local supermarkets and other businesses
- Work with other local voluntary organisations to maximise joint fundraising opportunities

Volunteer and supporter liaison and care

- Work closely with the Volunteer and User Involvement Co-ordinator to recruit, manage, retain, supervise and develop a network of volunteers to support fundraising activities, ensuring they have a clear understanding of the services Paul's provides and the benefits for the people we support
- Maintain and develop relationships with existing and new supporters within the community, maximising fundraising and developing long term supporters
- Oversee fundraising work and activities undertaken by volunteers and supporters and co-ordinate participation and involvement
- Provide supporter care to all fundraisers, donors and volunteers and extend a good welcome to all volunteers and supporters who visit the Centre

Events

- Help to plan, organise and hold events led by Paul's such as the Christmas Carol Concert and any other events planned by the Fundraising Council
- Provide guidance and help to supporters when planning their own events
- Attend fundraising and other events as required (this may involve some weekend and evening work)
- Work to maximise benefit from places purchased at challenge events such as Santa in the City and the London Marathon

Trusts and Foundations

- Support our external consultants in the development of trust/foundation applications and compiling monitoring reports, liaising with the support and services team

Awareness and Outreach

- Help promote Paul's as an innovative and valued provider of services for people with cancer, their families and carers
- Research opportunities to promote Paul's by attendance at community events, and lead on our participation in such events
- Work with colleagues on initiatives to build awareness of Paul's

Administration

- Develop and maintain supporter database, ensuring that records are up to date, complete and stored and used in compliance with relevant legislation and regulatory requirements
- Support the effective running of the Fundraising Council
- Produce materials for supporters
- Contribute to the creation of fundraising materials and resources for use locally
- Acknowledge donations appropriately; write effective thank you letters
- Respond to enquiries made by phone, post and email
- Attend staff meetings on a regular basis
- Use media effectively to create and deliver insightful and engaging communications and drive key messaging
- Be familiar with and adhere to fundraising regulations and all relevant Paul's policies and procedures at all times
- Any other duties as reasonably required in line with skills, knowledge and experience to contribute to Paul's wider ambition and purpose

Key skills and competencies

Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing

Excellent organisational and time management skills

Fundraising, sales or marketing experience

Strong IT and presentation skills, including good capability with Microsoft Office 365 online, Microsoft Office (Excel, PowerPoint, Outlook, Word) and Adobe Photoshop

Ability to deal with multiple priorities and work to deadlines

Ability to carry out research using a variety of resources, interpret data and apply in the development of a local fundraising plan

Ability to use own initiative and generate ideas

Dynamic, self-motivated person who has the ability to work autonomously whilst also being a team player

Expert relationship management of a broad range of supporters and volunteers, including major donors

Some experience of financial management and budgeting