

## JOB DESCRIPTION

**JOB ROLE:** Fundraising Manager  
**GRADE:** Grade 4

**JOB PURPOSE:** To develop and implement a fundraising strategy to grow the overall income by creating compelling cases for support and articulating the importance of our work and that of our Members. Steward our existing supporters and develop new relationships to generate vital funds to advance our mission.

**ACCOUNTABILITY:** Reporting to Director of Operations

### **Essential experience/skills/qualifications:**

- Adept at building meaningful relationships both internally with colleagues and externally with funders.
- Able to network and collaborate with a range of potential and existing funders with the ability to articulate and report on the impact their support is making.
- Comfortable making funding requests with an excellent grasp of what makes a compelling ask, namely to Trusts, Foundations and Major Donors.
- Skilled collaborator.
- Experience at organizing and hosting supporter events.
- Proven experience of unlocking opportunities from new and/or corporate donors.
- Results-driven with proven success at bid-writing and achieving targets.
- Business, action planning or project management skills.
- Demonstrable experience of managing a diverse range of campaigns and income streams.
- Highly numerate and confident in handling financial data and assimilating complex information.
- Effective marketing capability including web, content, press and social media.
- Working knowledge of digital marketing tools.
- Good working knowledge of legal, regulatory, and best practice guidelines and codes of practice around fundraising (Fundraising Regulators Code of Practice).

### **Desirable experience/skills/qualifications:**

- Experience of working with members of the Royal family and associated protocols.

### **Key responsibilities**

- Lead on the development the fundraising strategy and associated implementation plan to grow and sustain income from diverse sources to agreed targets and priorities.
- Lead on the development and creation of giving categories, campaigns and marketing materials working with the Head of Engagement and others.

- Collaborate and build productive internal relationships across directorates and teams from research to library to understand the organisation, its impacts and potential opportunities for fundraising.
- Steward existing donors ensuring appreciation and the impact of their support is understood.
- Maximise existing relationships and giving potential across our portfolio of work.
- Research opportunities and secure new funding including bid-writing.
- Develop new donors and encourage long term support from individuals, Trusts, Foundations, and businesses.
- Provide management information and reporting as required.
- Monitor and track major gift prospects.
- Ensure all materials are compliance with relevant GDPR protection and Gift Aid legislation.
- Undertake all activities in line with best practice standards and processes as set out by the Fundraising Code of Practice and industry regulatory bodies.
- Keep abreast of wider developments in individual giving and ensure charity compliance.
- Actively implement the principles of Equality, Diversity, and Inclusion.
- Undertake ad hoc tasks identified as being within the job holder's capabilities.