

Job Description:

Community Fundraising Manager (North West) - March 2019

Job Purpose:

To recruit, develop and manage a network of supporters who fundraise on behalf of Brain Tumour Research to deliver agreed overall income and other targets for Brain Tumour Research products (Wear a Hat Day, Host for Hope, Conquer it Together, Sponsor a Day, In Memoriam and Legacies). Supporters are defined as follows:

- Individuals delivering “in aid of” fundraising activity;
- Individuals willing to form fundraising groups;
- Individuals undertaking specific volunteer roles (e.g. speakers, collection box co-ordinators etc);
- SMEs;
- Local corporate organisations with employee led fundraising initiatives;
- Schools, societies and clubs
- Be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences

Reports to:

Head of Community Fundraising (North)

Direct Reports:

None

Location:

Home based, ideally in Manchester, Preston, Liverpool with occasional duties to be undertaken at Brain Tumour Research Head Office in Milton Keynes.

Salary: c. £27,500 dependent on experience

Hours of work: Full time, 9am – 5pm, plus reasonable additional hours in evenings and over weekends necessary to perform duties

Main duties:

- Devise an annual operating plan detailing how financial and other targets will be met
- Recruit, manage and develop fundraising volunteers and provide appropriate support to their fundraising activities
- Respond to requests for “in aid of” materials arising from local marketing initiatives
- Work with the Regional PR team to ensure appropriate media coverage for fundraising activities being undertaken by volunteer network

- Manage existing relationships with local corporate organisations and supporters
- Steward existing relationships including Wall of Hope and Sponsor a Day supporters and previous local participants in Wear a Hat Day to ensure their support is continued and its value maximised
- Recruit participants to agreed targets for each of Brain Tumour Research's fundraising products: Wear a Hat Day, Host for Hope and Conquer it Together
- Be responsible for delivering income and expenditure targets and reporting monthly on progress, this to include devising contingency plans should income fall behind target
- Ensure that all data relating to volunteer fundraisers is correctly captured on Brain Tumour Research's database and updated as needed, in line with Data Protection legislation
- Log all supporter communications on the CRM system on a daily basis
- Maintain F Drive files and ensure all written processes are up to date to comply with the Charity's working practices
- Work with members of the wider Fundraising Team, including Corporate, Trusts & Foundations, Major Donors and Legacy & In mem as and when necessary
- Proactively identify and create opportunities for the wider Fundraising Team through Networking Events
- Comply with current fundraising legislation and Brain Tumour Research's internal policies as appropriate.
- Undertake any other reasonable duties as required by the Head of Community Fundraising and the Director of Fundraising, and to attend a monthly two-day fundraising meeting with overnight stay, at the charity's head office in Milton Keynes
- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all information relating to supporters and other contacts are correctly entered onto Brain Tumour Research's database
- To undertake any other reasonable duties as required by the Head of Community Fundraising (North) and Director of Fundraising