

JOB DESCRIPTION

Job title:	Fundraising Manager
Salary:	£43,486 to £48,681 per annum (inc. London weighting) or 39,286 to 44,481 per annum (excluding London weighting)
Hours:	35 hours per week over 5 days
Reporting to:	Director of External Affairs and Fundraising
Line management responsibility:	No (but may have in future)
Location:	Flexible
Budget responsibility:	Yes
Contract:	Permanent

MAIN PURPOSE OF JOB:

This is a newly formed role, marking a pivotal moment in our movement for change. We are searching for our first Fundraising Manager, someone looking to make a real impact helping to create a better future for all walking and wheeling on Britain's streets. This is a unique opportunity to work closely with the Chief Executive and Director of External Affairs and Fundraising, to build and shape the fundraising department from the ground up for years to come.

This role will lead the way in shaping our plans for generating new income. From researching and prioritising new income channels to ensuring our CRM is fit for purpose, this is an exciting time for an ambitious and passionate fundraiser to join our team.

We want the postholder to shape the strategy and bring their own ideas; someone who can take ownership and communicate vision and plans for fundraising clearly, effectively, and with genuine passion for our work.

Working closely with the Chief Executive, Director of External Affairs and Fundraising, and Director of Development and Delivery, the Fundraising

Manager will be pitching Living Streets' work and the benefits of walking for healthier people, places and planet.

Our vision is to combine our predominantly statutory income with more traditional and emerging income streams. These could include, but are not limited to, corporate partnerships, community and events, major donors, legacies and individual giving.

MAIN DUTIES AND RESPONSIBILITIES:

Fundraising

- Support the Director of External Affairs & Fundraising to create, develop and deliver a strategy to maximise voluntary income, including managing and reporting on the pipeline.
- Plan and implement a programme of prospect research, cultivation and stewardship of funders/applications to achieve the agreed income targets and to support income diversification.
- Research and identify new opportunities for funding, working closely with colleagues.
- Create new opportunities to deliver income diversification, using evidence and data from appeals and campaigns to inform their design and implementation.
- Keep up to date with integrated fundraising and marcomms developments and opportunities within the sector, including data analytics and AI, to increase return on investment.

Marketing and communications

- Work with the Marcomms team to ensure appeals communications are appropriate to the audience and reflect fundraising best practice.
- Prepare and create well-crafted, high-quality proposals/bids to secure funding and submit grant applications. This includes preparing detailed financial summaries in support of a proposal.
- Craft compelling cases for support for various fundraising audiences (corporates, individuals, community groups)
- Deliver excellent supporter care and stewardship to new and existing partners
- Maintain excellent supporter relationships, outstanding donor recognition and implement long term engagement strategies

CRM management

- Ensure accurate record-keeping and play a role in the organisation's successful transition to a new CRM system.
- Leverage the CRM system to manage and enhance all fundraising interactions with donors.
- Ensure meticulous and up-to-date records of donor information and interactions.

Budgeting, compliance and reporting:

- Ensure all fundraising activities are compliant with statutory regulations and our fundraising policy.
- Maintain accurate and transparent records of fundraising income and expenditure.
- Regularly report to the Chief Executive on progress and achievements.
- Create and manage annual budgets for various income streams.
- Monitor and report on financial performance, ensuring targets are met and exceeded.

Other duties

- Be an ambassador for Living Streets to external audiences as required, promoting the Living Streets brand and messages, including at public events, and in interaction with stakeholders.
- Be an active contributor to your department, to team meetings and away days.
- Adhere to Living Streets policies and procedures, maintaining excellent liaison across the organisation.
- Ensure the effective delivery of our Strategic Plan and Objectives.
- Ensure our Equality, Diversity and Inclusion policy is understood and implemented at all levels.
- Reasonable occasional out of office hours work will be required as may be some travel within the UK.
- Undertake other duties from time to time, as requested by the Director or Chief Executive.

Person Specification

Applicants must be able to demonstrate:

Essential Criteria		From application	At interview
Experience	Demonstratable experience of developing fundraising strategies for third sector organisations	✓	✓
	Demonstrable experience of successful income generation from at least two of the following: major donors, mid-level donors, individual giving campaigns, events fundraising, statutory funders, trusts, foundations and/or corporates, including successful relationship management of existing funders.	✓	✓
	Proven ability to write to a high standard and able to communicate complex issues in a clear, compelling, and concise fashion, both orally and in writing.	✓	✓
	Demonstrable experience of working as part of a team to achieve department and organisational objectives.	✓	✓
Knowledge and Skills	Ability to plan and undertake research effectively using a variety of appropriate methods.	✓	✓
	Ability to develop and present realistic and fundable income and expenditure budgets as part of funding applications.	✓	✓
	Demonstratable understanding of funder care with a proven ability to develop relationships with grant giving bodies and/or commissioners.	✓	✓
	Ability to build and manage a successful pipeline	✓	✓
Personal	Ability to work flexibly, including occasional travel or evening and weekend working	✓	✓
	Commitment to equal opportunities and the ability to implement the Living Streets' Equality, Diversity and Inclusion policy	✓	✓
	Understanding of, and commitment to, the agenda of Living Streets	✓	✓

	Positive, 'can do' approach to tasks	✓	✓
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It would be preferable for candidates to also demonstrate:

Desirable Criteria		From application	At interview
Experience	Experience of using a Contact Relationship Management System (CRM) to manage funder relationships and the 'giving cycle'	✓	✓
	Experience of dealing with public funding bodies	✓	✓
	Experience of cultivation events/management	✓	✓
Knowledge and Skills	Knowledge of the Living Streets agenda and issues relating to local transport, environment, and health	✓	✓