

INFORMATION PACK

Fundraising Manager

Job Description

With our overarching mission of leading the therapeutic use of gardening and horticulture in the UK, your role in leading the fundraising team will be key in meeting our key objectives of **developing and delivering the fundraising strategy and to maintain effective and compliant income generation.**

We're looking for an experienced all-round Fundraising Manager who can lead a new team of passionate and committed fundraisers to generate income from a varied portfolio of activities for Thrive. You will take primary responsibility for existing and new fundraising activities and initiatives and will work closely and collaboratively with the client and information services, training and Marcoms Teams ensuring a significant ROI is achieved.

A natural relationship builder, you will work across all areas of fundraising including digital marketing. The money you raise will enable us to improve the lives of people living with disability and long-term health conditions.

If you are a confident manager and have experience of working with vulnerable people, we can offer you a new and rewarding challenge.

Broad Outline of Key Responsibilities - Strategy

- Develop & deliver Thrive's fundraising strategy and developing activities (and new initiatives) aligned with the strategy
- Playing a key role in understanding Thrive's audiences
- Developing the donor journey
- Supporting the delivery and maintenance of the CRM

Stewardship & Engagement

- Manage relationships with key stakeholders
- Develop a culture of Stewardship/Relationship Management
- Identifying partnering opportunities

Raising Funds

- Lead on the strategy and new initiatives for the delivery of legacy, corporate partnerships and Major Donor programmes
- Digital fundraising
- Developing business cases for new initiatives

Team and People Management

- Provide line management to the fundraising team
- Prepare and implement annual objectives, delivery targets and budgets
- Monthly reporting

Fundraising Manager

Job Description

Title:	Fundraising Manager
Place or base of work:	Thrive's National Headquarters at Beech Hill, near Reading (some travel to other Thrive centres and elsewhere will be necessary)
Reports to:	Head of Marketing & Engagement
Direct reports:	2 Fundraising Officers, Trusts and Grants Fundraiser, Fundraising Executive
Salary:	£34, 000 - £36,000 per annum
Hours:	35 hours per week
Contract:	Permanent, Full time

Main Purpose of the Role

Working with the Senior Management Team, the Operational Managers Group and colleagues across Thrive, develop strategic and operational fundraising plans, manage the fundraising team to support the delivery of our charitable services and to secure long term relationships and funding.

Key Responsibilities

Strategic Focus

- To develop the organisation's Fundraising Strategy with support and guidance from the Head of Marketing & Engagement
- To develop and manage a portfolio of fundraising plans, initiatives and campaigns aligned with the Strategy to achieve the Fundraising Team's income targets

Communications

- To work collaboratively with the MarComs team to continue to implement and keep under review a rolling marketing programme (including digital)
- Develop and manage the implementation of legacy and donor communications (including Major Donors), campaigns and stewardship activities
- To provide a key role in developing our understanding of Thrive's audiences to improve segmentation/targeting

Stewardship & Engagement

- Support The Head of Marketing & Engagement to develop a culture of Stewardship/Relationship Management across Thrive
- Work collaboratively with the Head of Marketing & Engagement to identify potential partnering opportunities, ensuring that appropriate agreements and documents are put in place where appropriate

- Manage the development of relationships with key stakeholders (with particular focus on National relationships) to:
 - Increase awareness of Thrive's services and grow Thrive's supporter base
 - Build and maintain relationships to ensure a strong pipeline of fundraised income
- Research and develop an active pipeline of prospects to approach and engage with to generate new opportunities for Charity of the Year and Corporate Partners
- To keep abreast of new fundraising activities of relevant charities, identifying opportunities for collaboration and developing new and innovative activities
- To develop the donor journey with compelling calls to action and case for support

Raising Funds

- Specifically, to lead on the strategy and new initiatives for the delivery of legacy, corporate partnerships and Major Donor programmes
- To establish systems and processes to measure the impact of marketing and fundraising activities to deliver greater efficiency
- To develop business cases for new initiatives, assessing full costs as well as income generating potential to enable ROI evaluation
- To develop and grow new ways of raising unrestricted funds
- Work collaboratively with the Partnerships & Development Manager and Regional Development Manager to develop Thrive's case for support and to identify local and national fundraising activities and opportunities to support all aspects of Thrive's charity services

Management

- Support the preparation of annual business plans, reports and budgets aligned with Thrive's strategic plan
- Monitor performance and KPIs against the fundraising plan, identify and implement remedial actions to ensure that targets are met
- Provide input and support to the monitoring of monthly management accounts and collation of financial and statistical data required on a monthly, quarterly and annual basis, ensuring fundraising activities achieve budget and deliver maximum return on investment
- Ensure that operational issues are resolved in a timely manner and involve other colleagues across Thrive in developing solutions where necessary
- To play a key and significant role in the delivery, management and maintenance of the CRM system and integrations, ensuring meaningful reporting to support income, engagement and segmentation
- To ensure that Thrive undertakes all fundraising activities in line with best practice standards and processes as set out by the Institute of Fundraising and industry regulatory bodies

People Management

- Provide leadership to line managed employees, encouraging and motivating them to achieve their objectives
- Monitor and manage employee performance and conduct annual performance reviews; coach and mentor employees as appropriate to improve performance

- Provide leadership and management to volunteers where appropriate, encouraging and motivating them to achieve their objectives

One Thrive

- Play an active role in the Operational Manager Group, managing or inputting to organisational development and improvement projects as required
- Make sure that information flows effectively through fundraising and our knowledge and expertise is built and consistently shared
- Ensure that colleagues across Thrive have access to suitable case studies, testimonials, feedback, data and photographs to support funding bids, funder reports, communications and campaigns
- Challenge practice, promote continuous improvement across the organisation

Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role and needs of the organisation develop. Amendments and additions may be required in the future, in line with policy and other changes.

Person Specification

Area	Essential	Desirable/Useful
Experience	<ul style="list-style-type: none"> • Proven expertise in fundraising (in income growth) and relationship management • Experience of setting, working to, measuring and evaluating key operational and strategic objectives and associated KPI's • Experienced manager with the ability to demonstrate an understanding of the principles of effective staff management including team cooperation, performance, delegation and managing staff and resources from a variety of disciplines • Voluntary sector experience at a management level • Track record of building successful relationships with Major Donors and corporate partners • Experience of managing and developing a legacy programme • Preparation and management of business & financial plans and budgets • Excellent understanding of digital media and the use of digital channels for fundraising marketing communications 	<ul style="list-style-type: none"> • Experience of reporting to and advising a Board of Trustees/ Directors • Working for an organisation supporting the needs of vulnerable adults and/or children • Experience of working with Trusts & Foundations
Skills and Knowledge	<ul style="list-style-type: none"> • Credibility and gravitas to play a senior role representing a national organisation working in an increasingly important field • Strategic thinker with the ability to cascade strategies through to operational plans and delivery schedules • Ability to work flexibly, under pressure and to meet demanding and often competing deadlines • Up to date digital skills including use of MS Teams, Trello boards (or similar) and CRM systems to manage work and reporting; comfortable with MS Office tools and use of social media • Excellent communicator, both verbally and in writing, with the ability to present complex information in simple terms to a variety of audiences • Ability to identify and explore new and innovative ways of working which improve performance and 	<ul style="list-style-type: none"> • Knowledge of Social and Horticultural Therapy or other therapeutic interventions designed to meet the needs of disabled/disadvantaged adults and/or children • Ability to manage and motivate volunteers

Area	Essential	Desirable/Useful
	<p>operational effectiveness whilst furthering our charitable aims; able to see and propose practical solutions and approaches</p> <ul style="list-style-type: none"> • Solid knowledge of the regulatory framework for fundraising including data protection, Gift Aid and Fundraising Codes of Practice and regulation • Strong knowledge of high value giving, corporate, trust and foundation fundraising at an advanced level with a sound understanding of how the sector works • Sound experience of supporter CRM to produce, analyse and interpret statistical data to guide decisions and using donor segmentation to drive donor journeys. 	
Personal Qualities	<ul style="list-style-type: none"> • Confident taking the lead on driving forward new initiatives and projects • Energetic and action oriented with a 'can-do' attitude and determination to succeed • Good interpersonal skills • Resourceful and confident in using own initiative • Highly organised and analytical with an ordered approach • Professional approach, engages in personal development • Agile and responsive to a changing fundraising environment 	
Other	<ul style="list-style-type: none"> • Committed to the aims of Thrive • Willing to undertake some out of hours work • Full driving license 	<ul style="list-style-type: none"> • Diploma in Fundraising Management (IoF) • Member of IOF



Overview of Terms of Employment & Benefits

Salary: £34,000 - £36,000 per annum

Line manager: Head of Marketing & Engagement

Contract: Full time, permanent

Location: Based at Thrive Reading, flexible working considered. Thrive is currently promoting hybrid working. The role will at times involve travel to all three of Thrive's centres.

Working hours: a normal working week is 35hrs, Monday to Friday 9-5pm although some flexibility of working hours may be required and given the nature of Thrive's services working on evenings or Saturdays and Sundays is undertaken from time to time, in which case days off in lieu may be granted.

Notice periods: the notice period will be 8 working weeks.

Holidays: annual holiday entitlement is 25 days. In addition to annual holiday entitlement, you are entitled to all statutory holidays and bank holidays, or if work is undertaken on those days, you may be entitled to straight days off in lieu.

Sickness absence: Full salary for the first 20 days; half salary for the next 20 days; subsequent absences at nil salary (apart from any SSP entitlement) until return to work.

Pension: you will be automatically enrolled into Thrive's contributory pension after 2 months employment. Thrive's contribution to the pension scheme is 4% of gross salary and you will be required to contribute a minimum of 4%.

Death in Service Benefit

Employee Assistance Programme: The EAP offers a range of services that are designed to offer you a happy and fulfilling life. This includes access to free counselling services and several information helplines.

My work life solutions: My Work/Life Solutions is your online portal where you can access and manage all your benefits in one convenient place. You have access to a range of discounts and offers on hundreds of retailers.

To Apply:

Please send your **CV and a covering letter** explaining how you meet the person specification, to recruitment@thrive.org.uk by **9am Monday 24th January 2022**.

To achieve our goal of engaging as many people as possible in 'gardening for health', we know that our employee team needs to better reflect and represent all of our communities. Therefore, we particularly welcome applicants from a Black, Asian and Minority Ethnic background, and disabled people, as these groups are currently under-represented among Thrive's employees.

Thrive are a Disability Confident Employer and as such we are committed to the employment and career development of disabled people and will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.



By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each competency as well as meeting any of the qualifications, skills or experience defined as essential.

Successful appointment to this post will be subject to satisfactory references and Disclosure & Barring Service checks. Thrive complies fully with the DBS Code of Practice. Having a criminal record will not necessarily prevent an individual from working for Thrive.