

## Job Description

<b>Job Title:</b>	Fundraising Manager
<b>Department:</b>	
<b>Reports To:</b>	Head of Supporter Development
<b>Location:</b>	Head Office, Hammersmith, London

### The role

This role requires a relationship fundraiser who is a creative and dynamic self-starter, able to grow engagement and long term commitment from our existing supporters, and to generate new income from people who share our belief that no one in the UK should live in poverty.

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### Key responsibilities and accountabilities:

- 1. Maximise income from existing supporters; relationship management, direct mail and cultivation events to create more personalised supporter relationships**
- 2. Create online and offline supporter journeys to nurture a supporter focused fundraising approach and attract new donors**
- 3. Develop our legacy income by promoting giving through Wills in our communication with donors, volunteers, care homes and people who have been helped by Turn2us**
- 4. Line management of Supporter Relationship Officer**

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### 1. Main duties

- Using bespoke personal, written and face to face communications to build relationships with Turn2us supporters to demonstrate the impact of their support and secure their longer term commitment.
- Develop and deepen existing donor relationships through planned direct marketing appeals, tailored (online and offline) supporter journeys and donor events.
- Develop and deliver a mid-value donor programme through a tailored and personalised relationship building approach.
- Leverage the high volume of traffic to Turn2us.org.uk to develop and build the Charity's online fundraising.
- As part of enhanced engagement with our donors, build gifts in Wills promotion activity within supporter journeys (using mailings, digital media and working with our Elizabeth Finn Care Homes (EFHL; Turn2us subsidiary care home business) to encourage conversations and meetings with legacy prospects and pledgers.
- Develop strong relationships with EFHL to identify effective ways to engage residents and staff with Turn2us' work and promote gifts in Wills giving.
- Work with the colleagues across Turn2us to integrate fundraising into all elements of Turn2us's communications and profile.
- Track the expenditure and ROI in relation to the appeals activity to ensure they remain within budget and achieve set targets.
- Budget management of income generation channels with regular reporting and forecasting as required.
- Ensure that all activity related to the collation of personal data is in accordance with GDPR and managed accordingly.
- Represent the organisation at meetings with donors and external events.
- Manage external agencies to produce high quality fundraising initiatives and carefully monitor and review ROI on all activity.
- Line manage, motivate and support professional and personal development of the Supporter Relationship Officer.

## **2. Other responsibilities**

- Working with suppliers and creative agencies, project manage the appeals production process including design, copywriting, data selection and mailing fulfilment, within agreed schedules and budgets.
- Build excellent relationships with staff in all departments, and liaise with team members and internal contacts to gather information to support our fundraising and develop new fundraising approaches.
- Demonstrate Turn2us's values (be compassionate, collaborative, open, innovative and driven) in all relationships.
- Undertake any other reasonable duties as requested.

## **3. Equal Opportunities**

To implement the Equal Opportunity policy into your daily activities wherever possible

## **4. Health and Safety**

To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, such as data protection and charity law.

PERSON SPECIFICATION			
<b>Knowledge &amp; Qualifications</b> <i>(Guidance: using academic or professional qualification levels as a reference point indicate the level of intellect required to do the job to a competent level.</i>	<b>Desirable</b>	<b>Essential</b>	<b>Method of assessment</b>
Highly proficient use of business IT systems including Excel, Word, PowerPoint and databases.		x	<b>Application</b>
High literacy and numerous skills.		x	<b>Application</b>
<b>Skills &amp; Experience for this role</b>	<b>Desirable</b>	<b>Essential</b>	<b>Method of assessment</b>
Proven track record and experience of working in a (direct) marketing team preferably in the charity sector.		x	<b>Application &amp; interview</b>
Experience of data base targeting, segmentation, testing and response analysis and associated impacts on budget monitoring and reforecasting.		x	<b>Application &amp; interview</b>
Proven experience of working to and exceeding targets and KPIs.		x	<b>Application &amp; interview</b>
Exposure to a range of Direct Mail, email and social media marketing techniques including multi-channel campaigns.		x	<b>Application &amp; interview</b>
An effective communicator in both oral and written English; writes in a succinct, structured way and is able to communicate complex issues clearly to different audiences. A confident copy writer and editor of own work; excellent attention to detail and an eye for design.		x	<b>Application &amp; interview</b>
Proactive, able to work well unsupervised under pressure to deadlines, to prioritise own workload, to be self-servicing administratively		x	<b>Application &amp; interview</b>
Ability to interpret sets of data, spot trends and adjust according to insights learned.		x	<b>Application &amp; interview</b>
Experienced and confident relationship manager; ability to work with varying audiences effectively		x	<b>Application &amp; interview</b>