

Job Title: Senior Fundraising Officer	Dept: Finance
Reports to: Chief Financial Officer	Date: 14 February 2017

Job Purpose:

The post holder will be responsible for securing funds to enable the Charity to improve educational outcomes for vulnerable and disadvantaged children, young people and their families. Annual targets will be set and agreed for delivery between April and March.

As a key member of the Operation team, the role will focus primarily on building sustainable, diversified income growth from a variety of funding sources but primarily Trusts & Foundations, companies and high net-worth individuals.

Activities will include identifying, targeting and securing restricted income for key Charity projects as well as maximising opportunities for unrestricted income and the development of mutually beneficial partnerships that generate both income and wider awareness for the Charity's work and impact.

Key skills will include relationship building with both internal and external stakeholders, bid and proposal writing and the ability to shape the Charity's case for support, develop new business areas and lead on new funding initiatives.

The role will require the post holder to work across the Charity, with subject matter experts and colleagues (Programmes, Marketing, IT and HR) to ensure all fundraising activity contains up to date and accurate information about the Charity's products, services and measured impact.

There are currently no line management responsibilities for this role. This post is based in Newbury and the candidate must be willing to travel to partners, conferences etc.

Dimensions:

(i.e. significant numerical quantities on which the job has either a direct or indirect impact)

- Identify and target potential sources of funding with bespoke bids, proposals and personal approaches to secure both restricted and unrestricted funding for the Charity
- Developing the existing fundraising strategy and operational plan to target activity in three main areas of philanthropic funding:
 - Trusts & Foundations
 - Corporate partnerships
 - High net worth individuals
- Bid and proposal writing and management- ranging from small short term projects and sponsorship to substantial high value projects (over £1m).
- Build and steward relationships with key stakeholders including; funders, Charity ambassadors, supporters and Trustees
- Support the Chief Executive to maximise their senior-level networks to support fundraising
- Outward facing representation for the Charity at; Donor and partner meetings, pitches, conferences etc.
- Proactive management of a varied pipeline of fundraising prospects
- Maximise key Charity campaigns and events to support and drive fundraising
- Horizon scanning – thinking creatively and strategically about new fundraising opportunities including digital

Key Accountabilities:

(Specify main accountabilities. Focus on results expected in line with job purpose)

Relationship building and management

- A relationship management ethos towards all aspects of fundraising activity

- Stakeholder management that includes; Communications, face to face meetings, planning, teamwork and negotiation
- Effective use of networking and events to generate new fundraising leads
- Representing the Charity at external events
- Managing the completion of partnership documentation such as MOUs, contracts and funding agreements.

Bid Development

- Planning and developing bids, applications and proposals to a range of potential funders
- Developing financial models and budgets
- Inclusion of relevant content from with the Charity, or external research
- Accurate and engaging bid and proposal writing
- Management of any grant or contract conditions

Working effectively across the organisation;

- Liaison with subject matter experts across the organisation to ensure high quality bids and funder communications
- Developing internal briefings to communicate fundraising initiatives across the Charity
- Any other such duties as may arise during the normal course of work, or which are delegated by the Charity Executive or Trustees

Systems and processes

- Development and implementation of a fundraising strategy
- Research and identification of funding opportunities
- Lead the development of all fundraising materials (including bespoke bids, impact case studies, online content and materials)
- Support key charity systems and processes including pipeline tracker, CRM system, team meetings, invoicing and budget monitoring
- Adherence to best practise in fundraising and supporter development
- Management of the Charity's online and digital fundraising

Reporting

- Preparation of reports to funders and supporters
- Supporting internal reporting on key performance metrics (financial and against KPIs)
- Developing papers for Executive and Trustee Board
- Management of prospect information and data

Person specification

Area	Description
Knowledge	Knowledge of Trust & Foundation, corporate and major donor fundraising techniques
	Knowledge of partnership working
	Familiarity with individual giving
	Insight into 3 rd sector funding opportunities
	Desirable: Knowledge of the education sector
	Desirable: Knowledge of broader children's sector (health and social care)
	Contract review and management processes

Skills and abilities	Effective workload management and prioritisation
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	Dynamic worker – enjoys a flexible working environment and is skilled at moving between priorities
	Creative and innovative
	Excellent interpersonal skills
	Able to manipulate and present financial data
	Ability to distil complex subject matter to suite a variety of audiences
	Highly effective team worker
	Excellent written communication skills
	Excellent oral communication skills
	Analytical and problem solving skills
	Ability to work effectively when under time pressure
	Awareness and use of practical tools for prospect research
	Decision making skills
	Good IT skills including Microsoft Word; Excel; PowerPoint. Desirable – Familiarity with the use of fundraising databases.
Experience	Previous experience of working in a fundraising environment (preferably in the 3 rd sector)
	Experience of writing or implementing a fundraising strategy
	Demonstrable experience of securing high-value donations, grants or partnerships (£100,000+)
	Specific experience of one or more fundraising disciplines from: Trusts & Foundations, High net worth individuals, companies.
	Experience of the various stages of donor development – from initial identification and research to on-going stewardship
	Familiarity with fundraising events
	Familiarity with digital fundraising techniques
	Previous experience of project management
Educational: Desirable	Educated to first degree level or equivalent
	Evidence of other relevant CPD