

Area Fundraising Manager (Midlands, Wales and South West)

DIRECTORATE:	Engagement and Fundraising
TEAM:	Community and Events
REPORTING TO:	Senior Community Fundraising Manager
CONTRACT:	12 month fixed term contract



WORKING RELATIONSHIPS:

Inside Diabetes UK
Community and Events team, wider Engagement and Fundraising Directorate, Regional/National Managers and regional office teams, Database team, Finance team, Media team, Digital team, Volunteering team, Volunteers
Outside Diabetes UK
Individual donors, organisations, healthcare professionals, local media, the general public, staff of other major charities, creative and digital agencies

OVERALL PURPOSE OF THE JOB

To oversee the fundraising activity in a defined area of the UK, managing and supporting a team of regionally based fundraisers and delivering income and net contribution targets. Working with the Senior Community Fundraising Manager and other key stakeholders to develop and deliver our Community Fundraising Strategy.

MAIN DUTIES AND RESPONSIBILITIES:

- To be responsible for line-management and performance management for a team of five Regional Fundraisers
- To deliver income and net contribution targets, through effective budget management, ensuring that all regionally-based staff meet targets
- Contribute to the development and delivery of a community fundraising acquisition strategy to recruit and manage new supporters and to grow income

MANAGEMENT

- Lead and motivate a team to deliver results.
- To provide management support to a team of home-based geographically dispersed fundraisers
- Deliver regular 121 supervisions in line with Diabetes UK's HR policies in order to drive high performance across the team

SUPPORTER MANAGEMENT

- To ensure the delivery of an excellent supporter experience, on and offline to maximise recruitment, conversion and retention and to grow our average gift
- To lead on high-value relationships and opportunities as relevant
- To support the team in recruiting and training staff and external volunteers

LIAISON

- To act as a liaison between Central Office and regional and national teams, including teams within the Operations Directorate
- To work with the Volunteer Development team to maximise the organisations use of groups and existing volunteers for community fundraising
- Work closely with other fundraising teams to identify opportunities

SYSTEMS AND PROCESSES

- Provide accurate reporting on supporter activity (e.g. attrition, life-time value, interactions with other areas) in order to contribute to and deliver an insight led approach to Community Fundraising
- To ensure fulfilment and stock management is well managed
- To work with the Finance and IT teams to ensure optimal use of the database by the team
- Contribute to regular review and refinement of team processes

OVERALL

- To contribute to the wider Fundraising strategy
- To represent Diabetes UK as required
- Any other duties commensurate with the role of Area Fundraising Manager (LaSER) that may reasonably be required.

PERSON SPECIFICATION:

The best person for this job will be able to or will have:

- Great leadership skills
- Motivate and inspire a team to deliver
- Ability to make effective decisions based on insight
- Excellent communication skills
- Manage multiple priorities and work under pressure to deadlines
- Strategic thinking
- A can-do solutions focussed approach
- Influencing skills
- Strong IT skills including Microsoft office and databases
- An understanding of issues surrounding diabetes
- Ability to work out of office hours occasionally
- A valid driving licence

The best person for this job will have experience in:

- Working in a community fundraising team in a management role
- Line management
- Performance management
- Good financial acumen and experience of budget preparation and management
- Understanding and experience of relationship-led fundraising
- Experience of managing volunteers and supporters through great relationships
- Relationship management and experience of working effectively with stakeholders across the organisation
- Database use and/or financial reporting
- Preferably working for a health charity
- Experience of managing remotely based team(s)

The best person for this job will be:

- Educated to degree standard or relevant experience.
- An established fundraising professional ideally with a relevant qualification