

Job Title: Community Fundraising Manager

DIRECTORATE:	Fundraising and Engagement
SECTION:	Community and Events Fundraising
REPORTING TO:	Senior Community Fundraising Manager
CONTRACT:	Fixed Term Contract (10 months until March 2020- Secondment Cover)



WORKING RELATIONSHIPS:

Inside Diabetes UK
Community and Events team, wider Fundraising & Engagement Directorate, Information Governance, IT team, Finance team, Database Team, Volunteers
Outside Diabetes UK
Individual Donors, Third Party Suppliers, General Public, Staff of other major charities

OVERALL PURPOSE OF THE JOB

To produce fundraising products, tools and materials to enable Diabetes UK supporters to fundraise for our charity and to be responsible for mass supporter communications to; market those production to drive new supporter acquisition. To be responsible for the community fundraising central support function to ensure an excellent supporter experience and to drive supporter retention.

MAIN DUTIES AND RESPONSIBILITIES:

Line Management

- Providing clear day to day direction to 2 Fundraising Coordinators against conflicting priorities to ensure delivery of the Community Fundraising team's objectives.

Supporter Development and Project Delivery

- Produce engaging on and off-line fundraising products, tools and materials for a community fundraising audience using audience and sector insight.
- Monitoring and evaluating outgoing communications from the centralised Community Fundraising Support Function ensuring quality and timeliness to ensure a great supporter experience.
- Deliver centralised Community Fundraising Communications including Website Updates, Supporter Journey's, Mass Communications and Marketing Campaigns to drive donor acquisition and retention.

Team Support

- Maintain all central community fundraising policies and procedures ensuring they are up to date, clear, simple, concise and compliant in line with our organisational requirements.
- Drive improvements to systems and tools to create efficiency within the community fundraising team.
- Be responsible for fulfilment procedures for Fundraising Materials i.e. our Your Way Pack, managing the end to end processes, within agreed budgets and maintaining and developing relationships with third party suppliers.

Other

- Represent the Community Fundraising team on internal project groups.
- Provide support to the Senior Community Fundraising Manager as required.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Manage multiple projects from inception to delivery
- Influence others and build effective relationships with key stakeholders and across teams to achieve delivery of community fundraising requirements.
- Identify opportunities to do things differently or improve existing products, processes and procedures.
- Understand the principles of relationship-led fundraising and apply them to ensure supporter journey's and stewardship models are fit for purpose
- Work under pressure and to deadlines, effectively planning and prioritising workload
- Maintain own knowledge and skills by keeping up to date with sector best-practice and trends, furthering own knowledge around diabetes and identifying training needs.
- Deliver against relevant strategic projects in line with the operational schedule

The best person for this job will have the following experience and qualifications:

- Educated to degree level and/or a relevant Fundraising Qualification or relevant experience
- People management
- Working in a Community Fundraising team
- Management of a centralised community fundraising support function
- Creating and developing fundraising products and materials
- Producing mass fundraising communications
- Capturing and using audience insight
- Website maintenance
- Working with third party suppliers
- Managing a Budget
- Working with a database

The best person for this job will be:

- A solution focussed person with a positive outlook
- Self-motivated
- Able to take responsibility for their own development
- Flexible and willing to work out of office hours on occasion and willing to travel UK wide
- Knowledgeable about diabetes