

## Area Fundraising Manager (London, South East and Eastern Regions) Maternity Cover

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>TEAM:</b>	Community and Events
<b>REPORTING TO:</b>	Senior Community Fundraising Manager
<b>CONTRACT:</b>	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 to deliver income and achieve net contribution targets. Work with the Senior Community Fundraising Manager and other key stakeholders to develop and deliver our Community Fundraising Strategy.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- 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 grow income
- Represent Diabetes UK at fundraising events and stakeholder meetings within the community.

## **MANAGEMENT**

- Lead and motivate a team to deliver results and drive high performance.
- Provide effective line management support to a team of home-based geographically dispersed fundraisers

## **SUPPORTER MANAGEMENT**

- Deliver an excellent supporter experience in line with agreed standards, on and offline to maximise recruitment, conversion and retention and to grow our average gift
- Build and maintain high-value relationships with supporters to ensure retention of key supporters, increasing their Life Time Value, by using relationship fundraising techniques,.

## **LIAISON**

- Act as a key liaison between Central Office and regional and national teams
- Work with the Volunteer Development team to maximise the organisations use of groups and existing volunteers for community fundraising
- Work closely with centrally based fundraising teams to identify opportunities and ensure we work seamlessly together, putting the supporter at the heart of everything we do.

## **SYSTEMS AND PROCESSES**

- Regularly provide accurate financial reporting to the Senior Community Fundraising Manager
- Support the team to optimise use of the database to drive their work and deliver the agreed supporter journey for each donor
- Regularly review and refine team processes to ensure the team remain compliant and are working to best

## PERSON SPECIFICATION:

The best person for this job will be able to:

- Lead and manage effectively
- Motivate and inspire a team to deliver against income targets and KPIs
- Make effective decisions based on insight from internal data and sector trends
- Have excellent communication skills
- Manage multiple priorities and work under pressure to deadlines
- Think strategically
- Have a can-do, solutions focussed approach to problem solving
- Use their influencing skills to deliver the best outcomes and opportunities for their team and for community fundraising as a whole.
- Have an understanding of diabetes
- Work out of office hours occasionally

The best person for this job will have experience in:

- Working in a community fundraising team
- Line management
- Effective budget and finance management Experience of relationship-led fundraising
- Managing volunteers and supporters
- Effective relationship building and working effectively with stakeholders across the organisation
- Databases and financial reporting
- Managing a remotely based team(s)
- Strong IT skills including Microsoft office and databases

The best person for this job will be:

- Educated to degree level or equivalent professional experience
- An established fundraising professional ideally with a relevant qualification
- With a valid driving licence
- Preferably with experience of working for a health charity