

The Sickle Cell Society

Fundraising Manager - Job Description



*Information, Counselling
and Caring for those with
Sickle Cell Disorders
and their families*
Charity Reg: 104 6631
Company Reg: 284 0865
www.sicklecellsociety.org

Job Title: Fundraising Manager

Hours: 21 hours per week Monday to Friday
(occasional evenings and weekends)

Salary: **£18,600-£21,600 pro-rata (Based on £31,000 – 36,000 FTE)**

Length of contract: **Two-year fixed term** appointment (with potential to extend)

Line Managed by: Chief Executive Officer

Responsible for: Fundraising Officer and Volunteers

Location: The Sickle Cell Society, 54 Station Road, London, NW10 4UA

Job Purpose: To increase fundraising income and awareness of The Sickle Cell Society through the implementation of our Fundraising Strategy (2020-23). Working closely with the Society's Fundraising and Database Officers, the Communications & Social Media Officer and our Finance and Administration Manager, the post-holder will take a hands-on approach to donor stewardship and fundraising development and delivery.

About the Sickle Cell Society (SCS)

The Sickle Cell Society (SCS) is the only national charity in the UK that supports and represents people affected by a sickle cell disorder to improve their overall quality of life. Approximately 15,000 people in the UK have a sickle cell disorder. These inherited conditions predominantly affect people of Black African and Black Caribbean heritage. Normally healthy red blood cells change into a 'sickle' shape, making it difficult for cells to move freely through the body or carry enough oxygen causing acute anaemia and episodes of severe pain (known as crisis). Children and young people are at high risk of stroke (10% of those under 20 years old). Sickle cell can also cause damage to vital organs. Only 50% of people affected by sickle cell survive beyond their 50th year.

We are a small, closely knit team of 14 skilled and highly committed staff (9 part-time / 5 full-time). Having recently refreshed our SCS strategy (2020-23) our aim is to invest in the capacity and resources of our Fundraising team to further diversify our fundraising sources, drive growth and raise awareness to increase our reach and support of people with Sickle Cell Disorders (SCD) nationally and continue to assist with medical and social research regarding SCD globally.

We are looking for a confident, self-starter who will take the lead in driving forward and building on our existing success in diversifying, and growing our fundraising income. We are looking for someone who can think strategically both within and

beyond fundraising; who will seek and act on new and existing opportunities to build relationships of benefit to income generation and in-kind support. As a strong team-player, you will play a key role as part of our Fundraising Working Group – drawing together the skills and knowledge across the wider fundraising and communications team, and working closely with our CEO and Trustees.

Key Responsibilities

1. Fundraising and Supporter Management

1.1. Individual Giving

- Strategic lead to support the growth of Individual Giving as a reliable/sustainable income source;
- Develop and implement our supporter journey and donor cultivation plan;
- Support and oversee the Database and Fundraising Officers to ensure donor data is kept up to date/relevant (in-line with GDPR) to enable effective data analysis, donor segmentation and on-going stewardship;
- Support and oversee the Fundraising Officer to ensure that all donations and gift aid claims are processed efficiently, and donors are thanked quickly and appropriately
- Establish and promote one-off appeals, payroll giving, regular giving, In memoriam giving, tribute fundraising and legacy giving;
- Manage external donation tools and partners such as Blackbaud, payroll giving and text donation.

1.2. Community Fundraising

- Lead on the development and delivery of a clear plan of activities, events and sponsored challenges, both within London and regionally (incl West Midlands and North West) to drive income growth on this successful income source;
- Motivate, oversee and support the Fundraising Officer and volunteers with the management of local and regional fundraising activities, events and collections;
- Work closely with the Volunteer Co-ordinator to support development of regional volunteer groups to help plan, develop and deliver local collections/low-cost events;
- Attend, support and inspire community fundraising events organised by third parties to help them maximise their fundraising potential and inspire repeat actions to grow income;
- Lead on inspiring and drawing together stories/insight from volunteer fundraisers to ensure current/relevant motivational case studies are available for fundraising and wider organisational communications;
- Support the purchase and allocation of places in sponsored events;
- Support external fundraising tools and partners such as JustGiving;
- Work with our Fundraising Officer and Communications and Social Media Officer to promote fundraising activities and events as well as provide motivation support and thanks to fundraisers, (through all applicable online and offline communication channels);
- Support the Fundraising Officer and Communications & Social Media Officer to develop community fundraising resources and tools for third parties;

1.3. Trusts & Foundations and Statutory Fundraising

- Act as point of contact for our fundraising consultants to support bid writing to Trusts, Foundations, Local Authorities and CCGs, providing information and budgets as required;
- Support the Fundraising Officer to ensure access to impact data for grant applications;
- Support Fundraising Officer with internally led approach to a 'pipeline' of smaller trusts and ensure timely reporting, monitoring and evaluation of projects to grant funders.

1.4. Corporate Fundraising

- Support the CEO to maintain and develop relationships with existing corporate supporters through attending events, planning engagement opportunities and communications;
- Support the Fundraising Officer in their on-going development of Corporate Fundraising.

1.5. Membership

- Support the Communications and Social Media Officer to develop ongoing communications materials for member emails and social media posts.

2. Communications

- Manage relationships with key donors either directly or supporting CEO/Trustees to engage;
- Co-ordinate refresh and design of fundraising and awareness literature and promotional materials to ensure supplies readily available to engage all donor types and SCS Members;
- Lead and support the wider team on the effective and long-lasting relationships with donors, fundraisers, High Net Worth Individuals, Trusts and Foundations and Corporate supporters;
- Lead and support the wider team to ensure clear, timely and effective communication to all donors, supporters and, fundraisers with regards to the Society's objectives and achievements;
- Engage regularly with and work closely with our external fundraising consultants;
- Deliver highly effective presentations at fundraising events, meetings with funders or Corporate donors/supporters;
- Write fundraising articles for the quarterly newsletter and support online materials;
- Provide timely fundraising information for the production of the Society's Annual Report.

3. Reporting

- Setting fundraising targets, producing forecasts and achieving the fundraising strategic objectives;
- Prepare and deliver reports at the quarterly Fundraising Working Group Meetings;
- Schedule, coordinate and support Service Managers in the preparation of reports for funders and donors;

- Prepare reports as and when required by CEO for monthly Board of Trustee meetings;
- Report progress at monthly team meetings and taking the lead in co-ordination of our quarterly Fundraising Working Group meetings, to act as a key leader driving creative development to deliver fundraising growth.

4. Administration and Other duties

- Support the Fundraising Officer and Database Officer in their roles and personal development;
- Updating and maintaining effective fundraising records on our database;
- Work closely with the Volunteer Co-ordinator to promote volunteering opportunities within fundraising, and support the recruitment and management of fundraising volunteers;
- Answer general telephone enquiries to The Sickle Cell Society and deal with them quickly and appropriately and record information through internal monitoring processes;
- Represent The Sickle Cell Society at meetings and conduct all work in a way which reflects the aims and objectives of the charity;
- Abide by The Sickle Cell Society policies and practices;
- Attend relevant training as agreed with Line Manager;
- Undertake other duties as reasonably requested by the Line Manager (CEO).

The Sickle Cell Society

Fundraising Manager - Person Specification

Essential	Desirable
Qualifications <ul style="list-style-type: none"> • A' Level or Equivalent 	<ul style="list-style-type: none"> • Degree level qualification • Member of the Institute of Fundraising • Experience of working within a health / social care charity
Experience <ul style="list-style-type: none"> • Minimum two years' demonstratable experience of raising unrestricted income, particularly in community fundraising or individual giving. • 2+ years' experience of line-management and/or managing volunteers 	<ul style="list-style-type: none"> • Experience of managing donor relationships eg: Corporate and/or HNWIs High Net Worth Individuals
Knowledge and Skills <ul style="list-style-type: none"> • Ability to plan, prioritise and manage projects to tight deadlines; • Experience of writing fundraising 	<ul style="list-style-type: none"> • Understanding of Sickle Cell Disease • Ability to contribute to fundraising strategy development and new ideas

<p>communications and reports, editing and proof reading;</p> <ul style="list-style-type: none"> • Excellent IT skills inc MS Office; • Experience of using fundraising CRM systems such as Raisers Edge; • Excellent organisational skills and attention to detail; • Excellent numeracy and financial analysis skills; • Ability to initiate, analyse, monitor, and evaluate donor data, incl HNWI and corporate relationships; • An understanding and appreciation of the importance of donor cultivation and stewardship • Passion and knowledge in all aspects of The Society's work and/or willingness to learn; • Excellent interpersonal skills, including diplomacy, sensitivity and negotiation skills; 	<ul style="list-style-type: none"> • Demonstrable experience of a broad range of fundraising techniques • Demonstratable experience of engaging fundraisers virtually or a proven ability to understand and learn methods of online engagement. • Thorough knowledge of charity law and fundraising practice, including tax effective giving and GDPR • Proven ability to make a personal fundraising ask with HNWIs and/or business leaders and/or support senior team/Trustees to do so; • Strong networking skills.
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Demonstratable ability to inspire, motivate and influence others to take action; • Innovative and creative, able to identify and act upon new opportunities • An excellent communicator with an ability to promote/build awareness of SCS to develop strong relationships with our supporters; • Self-motivated and able to work innovatively in a busy working environment 	
<p>Personal Circumstances</p> <ul style="list-style-type: none"> • Flexibility to attend events outside of normal working hours including evenings and weekends (face-to-face or remotely) 	

BOTH THE JOB DESCRIPTION AND THE PERSON SPECIFICATION ARE SUBJECT TO THE CHARITY'S EQUAL OPPORTUNITIES POLICY.