



Job Description and Person Specification

Job Title:	Fundraising Manager
Salary:	£25k - £28k dependent on experience
Location:	MS Centre, Southwick <i>(with some home working)</i>
Reports to:	Centre Manager
Line management responsibility:	None
Terms of Employment:	One-year fixed term contract <i>(Extension subject to funding)</i>
Probationary period:	3 months
Working hours:	Monday to Friday, 37.5 hours <i>Occasional evening and weekend work subject to events calendar</i>

Context

Sussex MS Centre is a vibrant independent user-led organisation that delivers High Dosage Oxygen Therapy, other drug-free therapies, and classes in a safe, supportive, and sociable environment. During the pandemic we have continued to offer as many services as possible. With lockdown lifting in sight, we aim to re-open fully, add in some new services and revitalise our plans to secure a new building and move towards a capital campaign.

Job summary and purpose

The post of Fundraising Manager is an important link between the charity and local community, businesses, donors, trusts and grant bodies. Having responsibility for fundraising overall and marketing and communications (alongside the Centre Manager), the postholder will require good knowledge and experience of these while possessing considerable energy and enthusiasm to inspire donors and funders to choose Sussex MS Centre as their preferred charity to support.

The purpose of this role is to ensure that the Sussex MS Centre has the financial resources to deliver on its strategic aims. They will work closely with and be supported by the Centre Manager and the Board to ensure that fundraising ideas and events are in place to increase the charity's profile and generate funds. The Centre has an annual turnover in the region of £160K. As well your own salary you will be responsible for raising monies required to sustain current services and to develop new services where possible.

The following job description and person specification gives guidance on the sort of person we hope will join the team, and the experience that will be useful.

We are a small team with big ambitions, and we are passionate about the members we support. The ideal candidate will have an outgoing personality, be a motivated, self-confident, self-starter who is able to work with minimal supervision.

3. Main duties and responsibilities:

Fundraising

- Work towards developing and implementing a fundraising strategy
- Maintain and develop existing supporters/donors and build new support to help meet agreed income targets
- Develop systems to ensure the Centre meets its obligations to funders and donors in relation to reporting ensuring that all donations are appropriately acknowledged
- Identify and seek new funding streams from grant making bodies, trusts, foundations, individuals, and partners to support the work of the Centre
- Develop digital fundraising for the charity
- Advise and support on community fundraising, attending, and working on local events on occasion (3-4 times a year)

Marketing and Communications

- Work with the Centre Manager to develop and plan a marketing and communications strategy for social media platforms to build awareness, increase engagement and increase donations
- Evaluate and communicate the impact of the organisation's activities for all audiences (including measuring impact and compiling case studies)
- Publish relevant content for the Centre to social media channels on a regular basis (Facebook, Instagram, Twitter) to help build followers
- To write, design, and produce quality communication for newsletters, publicity, and marketing materials for all platforms (print and digital)
- Support the team in continuing to build links with the local community, relevant statutory bodies, community organisations and other agencies
- Ensure positive and open communication with members, reviewing and developing ideas for services in response to feedback

General

- Maintain, update and maximise the use of our database ensuring accurate records of all donors are maintained, and that they conform to GDPR regulations
- Keep abreast of the interests, trends, and practises in the funding environment, exploring new approaches and adapting the strategy as appropriate
- Leverage opportunities through social media, the press and in person
- Represent the charity by giving presentations and network at events as required
- Produce reports for Board meetings (every two months)
- Help out around the Centre to support basic operations when low staffing due to absence

Other duties

This job description is intended as a guide to the general duties required of the post. The post holder will be required to undertake duties and responsibilities other than those above, from time-to-time as is the nature of working in a small charity.

4. Key working relationships

Internal to the charity	External to the charity
Charity colleagues	MS Community
Trustees	Local Community
Members	Potential new funders
Funders	Relevant statutory bodies

5. Charity structure

The Centre has 8 trustees, 60% of whom live with Multiple Sclerosis. The Centre Manager and Support Officer are supported by volunteer Chamber Operators and Reception volunteers in the day-to-day operation of the Centre.

Person specification

Experience

- Good fundraising experience (ideally at least 2-3 years) in the charity sector including at least 1-2 of the following: trusts, other grant giving organisations, events, community, individual giving, and legacy
- Demonstrable experience of excellent donor stewardship
- Delivering fundraising communications across all media that are appropriate to different audiences providing clear information and compelling content
- Researching and writing successful funding proposals/bids or grant applications
- Working with databases and managing client data effectively and in accordance with GDPR

Skills and abilities

- Excellent communication skills, with a solid knowledge of English and the ability to communicate ideas concisely, both verbally and in writing
- Research skills, including identifying and monitoring potential funders
- Good time-management skills and the ability to meet deadlines and remain calm under pressure
- Ability to work as part of a team as well as alone
- Excellent networking and negotiation skills and the ability to make an 'ask' at a senior level
- Strong IT skills, using MS Office applications including Publisher, database management and other online platforms

Knowledge

- Good knowledge and understanding of legislation and regulations relevant to fundraising including but not limited to fundraising standards, the IOF code of conduct and GDPR

Personal attributes

- A team player
- A good listener and communicator
- A can-do attitude with a sense of humour, solution orientated

Education

#NonGraduatesWelcome. Experience is what is important to this role.

Other

- Commitment to the cause of Sussex MS Centre, its ethos, vision and mission
- Willingness to train and learn new skills
- Willingness and ability to travel
- Flexible to respond to emergency situations and adjust workload when required.