



Job Description:

Fundraising Manager

OVERVIEW

This role is for a Fundraising Manager specialising in the generation of unrestricted income.

The role is new to the organisation and will work alongside the existing Fundraising and Initiatives Manager with a joint responsibility for meeting income targets by using a variety of techniques to secure donations through Regular Giving, Major Donors, Special Events, Trusts and Foundations and Legacy fundraising.

The goal of this role is to build excellent relationships with key stakeholders, identify opportunities for income generation and contribute unrestricted funds to the organisation which will be used to enhance and develop services for LGBTQ+ people of all ages who are homeless or facing crisis at home.

The Fundraising Manager will lead on the annual business planning cycle for their area of responsibility, ensuring strategic aims and priorities are embedded in the development plans for their function, the wider organisation, staff, volunteers and service user involvement.

The Fundraising Manager is responsible for internal and external reporting, providing monthly and quarterly updates to the chief executive, external partners and commissioners, celebrating individual and team achievements, identifying areas of concern and leading on improvement plans.

The Fundraising Manager is responsible for monitoring performance, ensuring all relevant fundraising and donor information is recorded accurately on the Stonewall Housing Salesforce Database.

KEY RESPONSIBILITIES

- To work in partnership with the Fundraising and Initiatives Manager to develop an annual Fundraising, with clear aims, objectives and targets for income generation in line with the organisational strategy, and on all aspects of fundraising activity.
- To ensure Stonewall Housing maximises fundraising opportunities, generating unrestricted income that can then be used to develop services.
- To recruit, organise and inspire volunteers to engage with Stonewall Housing and raise unrestricted funds for the organisation.
- To research fundraising opportunities, writing grant applications to charitable trusts or statutory bodies as appropriate.
- To create a network of major donors, building excellent relationships with individuals and companies, maintaining appropriate levels of contact and updating with regards to progress.
- Developing and organising fundraising campaigns which aim to maximise unrestricted income and raise awareness of Stonewall Housing's work.
- To maintain an up to date record of prospects, key contacts, donors, applications, results etc and report to the Chief Executive, Fundraising Steering Group and Trustees as required.
- Where necessary draft fundraising agreements / memorandums of understanding and ensure these are signed appropriately and recorded securely.
- To create a culture where everyone strives towards Operational Excellence, recognises success, learns from failures and is committed to continuous improvement.
- To create a culture where key performance indicators and management information is used to understand the experience of our donors, fundraising performance and provide opportunity for learning and development.
- To create an environment where requests for help are seen as a sign of strength and all colleagues are empowered to provide maximum positive impact.
- To provide excellent supervision and case management to direct reports, ensuring they are supported, monitored and provided with opportunity for development.
- To build excellent, strong working relationships with service users, volunteers, front line practitioners, direct reports, colleagues, managers and external partners, commissioners and funders.
- To ensure that effective feedback mechanisms are in place and consistently implemented.
- To ensure all activity is consistent with fundraising regulations and carried out with a consistent high level of customer care and practice.

MAIN DUTIES OF THE POST

Income Generation

- To generate unrestricted income for the organisation, meeting financial targets and identifying new fundraising opportunities.
- To manage a wide variety of income streams for the organisation, focusing on the best return on investment.

Profile of Organisation

- To raise the profile of Stonewall Housing throughout the UK, promoting the work we do, the impact we have and the difference we make.

Fundraising Development

- To build strong relationships with donors, companies, service users, volunteers, colleagues and external partners with a view to understanding their experience of Stonewall Housing and informing business planning.
- To create an annual business plan aligned with strategic aims and priorities which identifies areas for improvement, growth and development, generating objectives and key performance indicators for individuals and teams.
- To provide a report for scrutiny at monthly management meetings, detailing performance against key performance indicators, areas of concern and plans for improvement.

Direct Line Management

- To provide clear guidance, in line with organisational strategic aims and priorities, setting goals for fundraising volunteers and ensuring they have a solid understanding of Key Performance Indicators.
- To draw up a supervision agreement with each volunteer, setting the tone of your working relationship, establishing professional boundaries and creating a mutually respectful environment.
- To give consistent, regular support to volunteers, celebrating their successes and helping them learn from the challenges they encounter.
- To identify any poor practice and discuss it directly with the volunteer with a view to making improvements and achieving operational excellence.

Liaison with Donors, Companies and Funders

- To develop a sound understanding of all funding opportunities, ensuring a shared understanding of expected outcomes, outputs and agreed reporting mechanisms.
- To establish and maintain excellent working relationships with all internal and external stakeholders.
- To deliver monthly, quarterly and annual reporting as required, within agreed timescales and in agreed formats.

- To confirm arrangements for invoicing and payments and ensure all organisational requirements are fulfilled within agreed timescales.

Other Duties

- To maintain the fundraising database, developing expertise in recording protocols and monitoring performance.
- To establish and maintain accurate and complete records in all areas of income generation.
- To complete statistics for the collation of performance and funding information.
- To maintain up to date knowledge of legislation and regulations in relation to fundraising and other key areas.
- To participate in individual supervision meetings, annual appraisals and training.
- To act in accordance with the organisation's Diversity Policy, Health and Safety Policy, Code of Conduct and all other corporate policies and procedures.
- To act in the best interests of Stonewall Housing and its service users at all times.
- To promote Stonewall Housing at external meetings and community events.
- To carry out any other duties commensurate with the aims and objectives of the post that may be required.



Person Specification:

Fundraising Manager

EXPERIENCE

- Lived experience, or experience of working within the LGBTQ+ or housing and homeless sectors in a voluntary or paid employment setting. (Desirable)
- A minimum of three years' experience of working as a Fundraiser for a third sector or charitable organisation. (Essential)
- Strong evidence of fundraising success from a diverse range of income streams including trusts and foundations. (Essential)
- Demonstrable experience of leading on major donor fundraising, individual and corporate donors. (Essential)
- Proven track record of meeting and exceeding year on year targets for the generation of unrestricted income. (Essential)

QUALIFICATIONS & TRAINING

- Educated to degree level or equivalent (Essential)
- Recognised fundraising qualification (Desirable)

KNOWLEDGE

- Knowledge of current fundraising guidelines and legislation (Essential)
- Knowledge of charity governance (Essential)
- Knowledge of best fundraising practices focusing on operational excellence, continuous improvement and celebration of success (Essential)
- Knowledge of LGBTQ+ housing and homelessness issues (Desirable)

SKILLS AND ABILITIES

- Ability to engage diverse key stakeholders in the objectives of the organisation, leading and inspiring them to donate (Essential)
- Ability to use a range of fundraising techniques related to securing unrestricted income (Essential)
- Excellent communicator with the ability to represent Stonewall Housing and negotiate working relationships with individual donors, corporate partners, funders and commissioners (Essential)
- Excellent written skills with proven ability to write a range of materials including emotive and compelling "case for support" documents for a variety of audiences. (Essential)
- Excellent co-ordination and organisational skills (Essential)

PERSONAL ATTRIBUTES

- Commitment to diversity, inclusion and equality of opportunity in all aspects of your personal and professional life (Essential)
- Commitment to Stonewall Housing's values and beliefs, fully engaging with strategic aims and objectives (Essential)
- A positive, helpful approach to the inherent challenges in our work focusing on solutions (Essential)