



THE ASSOCIATION

POSITION: FUNDRAISING MANAGER

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JOB DESCRIPTION: FUNDRAISING MANAGER

Reports to:
Head of Fundraising
Salary:
£27,500 - £32,500
Status:
37 Hours per week
Location:
Poole

We are looking for a talented Fundraising Manager with knowledge of at least two fundraising disciplines to join our small and successful Fundraising team.

PROSPECTING AND DONOR MANAGEMENT

In this role you will lead on researching opportunities and individuals, producing donor profiles, reports and biographies, developing a plan to maximise opportunities on a variety of fundraising activities.

MID-LEVEL, INDIVIDUAL GIVING & FUNDRAISING

We have a small community of individual donors, many of whom are loyal and long-term supporters. We believe that there is also good opportunity for developing regular giving and contributions from our member community.

FUNDING APPLICATIONS

We need to work as a team to develop applications, to meet deadlines and maximise opportunities, as they come up. You may be asked to manage a portfolio of trust and foundation funders.

SUPPORTING THIRD PARTY FUNDRAISING INITIATIVES

You will provide support to challenge eventers and third-party events.

We are looking for a fundraiser with the experience, willingness, and flexibility to work across a range of income streams and manage a mixed portfolio of supporter contacts and prospects.

To be successful in this role, you will need to be able to demonstrate previous success and knowledge of at least two income streams.

ROLE DESCRIPTION
<p>MAIN PURPOSE OF ROLE</p> <p>To identify and secure new sources of funding for the Charity, cultivating and stewarding a varied range of relationships and income streams.</p>
<p>KEY OBJECTIVES</p> <p>In line with our fundraising strategy and plan:</p> <ul style="list-style-type: none"> • Research, identify and cultivate new potential income opportunities for the Association. • Steward existing individual and corporate supporters, and build support from both groups, securing new income. • Contribute to strategic planning around a legacy programme. • Work as part of the fundraising team on proposals and applications across a range of income opportunities, as required.
<p>KEY RESPONSIBILITIES</p>
<p>RESEARCH, NETWORKING AND RELATIONSHIP BUILDING</p> <ul style="list-style-type: none"> • Identify prospective donors, corporate supporters and fundraising opportunities that support organisational fundraising and strategic goals. • With Fundraising team colleagues, make or facilitate approaches to donors, funders and contacts on behalf of the Association. • Act as a representative for the Charity, being able to accurately and persuasively discuss our work and objectives with prospective contacts, supporters, partners and funders. • Maintain awareness of new developments and fundraising trends.
<p>FUNDRAISING</p> <ul style="list-style-type: none"> • Manage the Charity community of individual donors and supporters, producing campaigns and communications to build and maintain support for fundraising among individual givers. • Research and develop corporate supporters, shaping partnership proposals and working with Charity colleagues to deliver partnership activities. • Contribute to other fundraising activities (for example, with trusts and foundations) to support overall fundraising aims, as required. • Achieve agreed income targets for postholder and different income streams.

STEWARDSHIP AND RELATIONSHIP MANAGEMENT

- Work with Head of Fundraising and Communications to develop a stewardship framework for all the Association supporters, ensuring different supporter groups receive the appropriate acknowledgement, recognition, and feedback on the impact of their contributions.
- Work closely with colleagues to develop appropriate communications campaigns and activities for different supporter groups.
- Use our Salesforce database and other systems to create and maintain accurate fundraising records.
- Maintain relationships with the Finance team to ensure that income is logged, banked and categorised in accordance with financial guidelines.

ROLE DESCRIPTION	
KNOWLEDGE & PROFESSIONAL EXPERIENCE	
Knowledge and experience of at least two fundraising channels / disciplines. At least one of these should be major donor/individual giving or corporates.	ESSENTIAL
Experience of producing compelling and successful proposals for individuals, corporates and/or trusts.	ESSENTIAL
Experience of research and identifying new prospects and supporters.	ESSENTIAL
Some evidence of formal learning/training in fundraising and/or knowledge of fundraising methodologies.	ESSENTIAL
Experience of writing high-quality applications and reports for grant-making organisations.	ESSENTIAL
Experience of running an individual giving campaign and ongoing stewardship of a community of individual donors.	HIGHLY DESIRABLE
Experience of building and maintaining tailored relationships with donors and/or legators.	HIGHLY DESIRABLE
Experience of engaging with groups of donors and supporters via. campaigns and communications initiatives.	HIGHLY DESIRABLE
Experience of building and maintaining strong relationships with representatives of supporter organisations such as corporate partners or trusts and foundations.	HIGHLY DESIRABLE
Experience of understanding and interpreting accounts and financial for presentation in proposals for supporters.	HIGHLY DESIRABLE
Experience of using a CRM or fundraising database.	HIGHLY DESIRABLE
APTITUDE, SKILLS & COMPETENCIES	
Ability to work independently and manage a busy and varied workload.	ESSENTIAL
A highly organised approach to planning and recording communications with supporters and prospects.	ESSENTIAL
Excellent interpersonal social skills.	ESSENTIAL
A high standard of computer literacy.	ESSENTIAL
ATTITUDES & BEHAVIOURS (including circumstances)	
Flexibility to occasionally work unsociable hours or adjust working pattern.	ESSENTIAL
Willingness to work positively in a team environment and with colleagues across the Charity, share leads and uphold the Charity's values.	ESSENTIAL
A genuine passion to see The Association succeed in its objectives.	ESSENTIAL

TERMS AND CONDITIONS

LOCATION:	Poole, with regular travel to London
SALARY:	circa £45,000
HOURS OF WORK:	37 hrs per week
ANNUAL LEAVE:	25 days
PROBATIONARY PERIOD:	3 months
PENSION:	Available after probationary period
PRIVATE HEALTH CARE:	Available after probationary period

YOUR APPLICATION

Please submit a compelling cover letter and resume to The Association CEO, Will Stephens at gail.turner@association1664.com, on or before 30th April 2023

All inquiries and discussions will be considered strictly confidential.

CLOSING DATE:	30 th APRIL 2023
INTERVIEW DATE:	WEEK COMMENCING 8 TH MAY 2023
START DATE:	TBC

ABOUT THE ASSOCIATION

“Providing a lifetime of support to members and their dependents”

From its small beginning in 1998, the Association cares for the needs of a growing number of serving and former personnel and their families, providing full assistance to a diverse membership, from the serving member injured on operational duty, to veteran health and recovery care. Within the Association, we want the youngest child growing up with their fathers serving on the front lines, and those who have lost their partners and loved ones, we stand with them.

Given the nature of our work, the need to maintain security in the current geopolitical environment is of the utmost importance. This is also what makes the Association unique among charities. We provide discreet support to those that operate in the shadows but require public support to ensure that their care is as comprehensive as possible. This limits our ability to engage conventional methods of fundraising like social media and public collections. Therefore, we selectively engage with a minimum number of influential donors—individuals and organizations—to ensure we minimize exposure and maximize productivity. Our donors and the future supporters to the Association have a deep appreciation and respect for the vital role that the Association plays in maintaining the security of our operators and the work they undertake for the UK and our allies.

In the next 5 years, we plan to deliver advanced programs to meet the growing needs of our membership in this increasingly complex environment. We will provide enhanced opportunities for growth and care among operators and their families through education, development, health and recovery. This will require greater resources—financial and human—year on year, to be able to deliver confidence and continuity of support to our operators, veterans and their families.