**Fundraising Manager**

**Responsible to:** Chief Executive

**Liaises with:** Children’s Literacy Charity staff

Charity Trustees

Senior Leadership Team (SLT)

Trust, foundation and corporate funders

Institute of Fundraising

**Line Management:** Fundraising and Communications Officer

**Job Objective:** To be responsible for developing and implementing the organisation funding strategy, especially for income generation from grant making trusts and foundations. Maintain relationships with existing funders and seek out new funding opportunities.

**Background**

The Children’s Literacy Charity is a small charity making a big difference through its specialist literacy support for disadvantaged children

The Children's Literacy Charity is the only organisation to recruit and train to a high level its own literacy experts and work with schools where the children who need this highly skilled support receive tailored, one to one tutoring. Our specially trained literacy tutors work with the most disadvantaged children in society to help them close their literacy gap We believe this form of phonics based expert literacy intervention gives those children who are most behind, a crucial and potentially life changing step up. Every child on the programme makes progress: 97% of children supported by us narrowed their literacy gap in the last academic year. By Year 6, the vast majority of these children narrowed their literacy gap sufficiently that they are able to start their secondary education with a fair chance of academic achievement alongside their peers. Schools work with the charity because of the strong, independently assessed evidence that our phonics based expert interventions are highly effective. The ambition is to provide high level literacy support to the most disadvantaged children in society from some of the most deprived areas in the country so that all have the chance to achieve their full potential.

The Charity successful rebranded in September 2017 in line with its aspirations to become a charity that supports more children in more places. In the last 12 months we have grown our delivery by 50% and seek an individual to join our team who can help drive our growth aspirations in fundraising. Our strategic ambition is to shift the organisation from a reactionary funded organisation to a position where we are the first port of call for schools in need of additional literacy support for their children.

**Main duties of the role:**

1. **Strategy**
2. Lead on the development and implementation of effective operational plans to achieve robust income targets with existing and new trusts and charitable foundations through research and creating applications and proposals.
3. Evaluate activity and the impact of that activity against agreed targets with a view to continuous improvement.
4. Delivery against set income targets
5. **Programme funding**
6. Develop, write and submit compelling proposals and applications of the highest standard to secure both restricted and unrestricted funding.
7. To be responsible for high standards of customer care with all current and prospective supporters, maintain the development of a donor care programme.
8. To manage and develop the funding pipeline with a particular focus on major grant funders and medium sized trusts.
9. Work with the Chief Executive to facilitate relationships with potential funders across the UK, working collaboratively with colleagues from other departments

1. **Senior Leadership Team**

To be the fundraising lead for the Senior Leadership Team including:

1. Leading on fundraising short, medium and long term annual planning and reporting
2. Sharing information between the fundraising team and SLT
3. Delivering against the SLT terms of reference
4. **Team working**
5. To ensure a donor centred approach through participating in, and contributing to, a cross-cutting account management system in the charity.
6. To ensure that approaches to Funders are made utilising the charities senior management team, trustees and senior colleagues across the organisation as appropriate.
7. Work collaboratively with colleagues from across the organisation to develop innovative project proposals to secure funding in line with the organisational strategy.
8. Work with colleagues in Finance to facilitate excellent grant management.
9. **Reporting**
10. Monitor and report on income and expenditure budget for fundraising.
11. Ensure effective and accurate recording of partnership working on Raisers Edge or alternative CRM and ensure information held is accurate and up to date.
12. As a member of the Senior Leadership Team report quarterly to the Trustee Board at their meetings.
13. **Other**
14. Willingness to work flexibly including evenings and weekends as necessary.
15. To keep abreast of Charity law and fundraising developments across the sector by networking with fundraising staff in other organisations, undertaking training and abiding by the Charities Act and ICFM codes of conduct.
16. To carry out any other duties as required by the CEO.

**Person Specification**

Candidates will be assessed against the following criteria:

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| Experience/Skills | | page3image64040192 |  |
| 1 | Extensive experience of successfully securing multi-year funding from major grant funders, and charitable foundations. | E | I |
| 2 | Experience and knowledge of securing donations from trust, lottery or European sources, corporates and/or major donors, contributing to the overall financial target of the team |  |  |
| 3 | Experience of developing and managing income and expenditure budgets and annual operating plans | E | I |
| 4 | Experience of researching and developing relationships with senior stakeholders, current and prospective funding partners | page3image63972352  E | page3image64364608  I |
| 5 | Experience of developing compelling funding applications and presentations for existing trusts and new prospects | E | I |
| 6 | Experience of contributing to annual strategic and operational plans | E | I |
| 7 | Excellent interpersonal, written and communication skills | E | I |
| **8** | Experience of project management and meeting set deadlines | E | I |
| 9 | Experience of working with Raiser’s Edge or another CRM database to interpret data analysis as well as ensure compliance across the team | E | I |
| 10 | An appreciation of the literacy struggles of disadvantaged and underachieving children. | page3image63988352  D | page3image63994304  I |
| 11 | Knowledge of the education sector. | D | I |
| 12 | Member of the Institute of Fundraising. | D | I |
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Criteria assessment methods: Application = A; Interview = I

**Outline Terms and Conditions**

**Hours:** This is a full-time role for 5 days per week

**Location**: We operate a flexible approach to working. We expect that a minimum of 2 days per week to be based in our office in South East London (SE16)

**Salary:** £35,000 - £40,000 (dependent on experience).

**Holidays:** 30 days + Bank Holidays

**Terms:** Pension: If you are an eligible worker you will be auto enrolled into the NEST pension scheme. Details of this scheme will be sent upon commencement of employment.

If you are not an eligible worker you are still entitled to join the scheme upon request and The Children’s Literacy Charity will match contributions to your pension (up to 3%) after 6 months of employment

**Equal Opportunities**

The Children’s Literacy Charity recruits staff on the basis of their skills, experience, temperament and ability without regard to race, nationality, gender, age, sexuality, disability, religion or belief.