

JOB DESCRIPTION



JOB TITLE:	Senior Fundraiser
REPORTING TO:	Chief Executive
WORKING HOURS:	37.5 hours per week (including occasional evenings and weekends)
LOCATION:	Reuben's Retreat Glossop & Ashton-under-Lyne
SALARY:	Negotiable dependent on experience

OVERVIEW

Reuben's Retreat was founded in August 2012 just 2 days after 23-month old Reuben moved to heaven. His legacy "Reuben's Retreat" will be a home from home for children with life-limiting or life-threatening illnesses to spend time with their family, to relax and recharge. It already serves as a bereavement counselling support centre for families that have lost a child and for parents whose children may not reach adulthood.

MAIN PURPOSE OF JOB

The postholder will be responsible for managing existing relationships with businesses who currently support Reuben's Retreat, as well as developing new relationships that will lead to increased financial support. Will also be responsible for managing and supporting the Community Fundraiser.

DUTIES AND KEY RESPONSIBILITIES

Fundraising

- Participate in the development and subsequent implementation of the fundraising strategic plan, which includes key activities, areas of required investment, KPIs and milestones as well as the projected growth of fundraising income
- Achieve agreed personal fundraising targets from new and existing corporate partners and contribute to the achievement of charity-wide fundraising targets
- Lead the fundraising team to aid the long term stability of donor relationships and income streams and develop fresh fundraising ideas.
- Coach, develop and support the Community Fundraiser to deliver their objectives
- As a senior team member act as a lead ambassador, raising the profile of Reuben's Retreat at external meetings, conferences, events and functions to develop new and existing supporter relationships
- Strengthen our key strategic relationships ensuring that the full corporate implications of any partnerships are fully understood.
- Research and develop new corporate partnerships, in particular major, charity of the year and strategic relationships
- Manage and maximise the value of existing corporate partnerships
- Re-engage with and generate income from lapsed corporate partners
- Be creative in the design and development of new sustainable income streams
- Develop creative fundraising plans that inspire and motivate businesses to support us

- Prepare and deliver powerful presentations to a diverse range of audiences of all sizes and seniority
- Prepare reports and give presentations on fundraising progress to the senior management team and potentially the trustee board
- Provide written reports to corporate partners as required
- Develop, communicate and deliver appropriate engagement programmes (including fundraising, volunteering, pro bono giving and exchange-of-experience) to existing corporate partners
- Provide guidance and support to supporters to get the most out of their involvement. Offer fundraising ideas, ensure they have the relevant documents relating to their activity, and where necessary support them at their events
- Ensure that any corporate events are properly supported and appropriate plans are in place to ensure that all interactions with us are professional and memorable
- Assist with the production of appropriate fundraising materials and ensure that all public relations opportunities are fully maximised
- Ensure that all donations and income streams are correctly recorded, tracked and gratefully received
- Liaise with external fundraising networks and contacts from other charities/communities etc
- Reduce expenditure for the Charity by sourcing appropriate in-kind donations
- Maintain accurate and up-to-date records on relationships and results with prospective and existing corporate partners
- Ensure that all fundraising conforms to industry best practice and legal requirements
- Have an understanding of GDPR and its impact on fundraising activities

ADDITIONAL RESPONSIBILITIES

- Adhere to all of the charity's professional standards, policies and procedures
- Uphold ethical and professional standards and behaviour
- Comply with data protection regulations, ensuring that information and knowledge remains confidential
- Work autonomously, organising one's own time and resources efficiently
- Communicate regularly with the Chief Executive and other managers
- Implement Reuben's Retreat's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment
- Carry out additional reasonable duties as may be required which are commensurate with the nature of the post to meet the wider needs of the Reuben's Retreat
- During the course of your employment you may have access to, see or hear information of a confidential nature and you are required not to disclose such information, particularly relating to beneficiaries or staff. All person identifiable information must be held in the strictest confidence and should be disclosed only to authorised people

This is a description of the job as it is presently constituted. It is the practice of Reuben's Retreat to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with the post holder.

PERSON SPECIFICATION



SENIOR FUNDRAISER

[E] Essential criteria

[D] Desirable criteria

EXPERIENCE

- Have excellent relationship building skills and a track record in creating mutually beneficial partnerships within the corporate sector [E]
- Proven experience in fundraising or a sales environment generating significant income [E]
- Experience in writing and delivering presentations and speeches to a wide variety of audiences [E]
- Demonstrable experience of identifying, successfully acquiring and developing new fundraising opportunities [E]
- Proven track record of achieving financial targets and keeping financial records [E]
- Experience in partnership fundraising and/or relationship building [E]
- Practice in managing projects on your own from start to finish [E]
- Experience of working with children's or families support services [D]
- Understanding of GDPR and its impact on fundraising activities [D]

SKILLS/KNOWLEDGE

- Clear understanding of the role of fundraising within the charity sector [E]
- Exceptional written, verbal and interpersonal communication skills [E]
- Ability to understand the strategic aims of the organisation and to translate these into presentations [E]
- Confident speaker and able to converse with a variety of audiences [E]
- Understands the principles of event planning and management [D]
- An appreciation of different methods of fundraising in the charity sector [E]
- Able to set and manage own priorities, work independently and act on own initiative [E]
- Knowledge of digital marketing and social media and website administration [E]
- Understanding of the voluntary sector [D]
- Organisational, planning, time-management and administrative skills [E]
- Full driver's license and own car and with regular travel within the local geographical region (and occasionally further afield) [E]

PERSONAL QUALITIES

- Warm, friendly and approachable character [E]
- Ambitious, self-motivated and target driven [E]
- Enthusiastic, confident, positive and self-motivated [E]
- High degree of integrity, tact and brand spirit [E]
- Resilient and highly organised with an ability to work to deadlines and multi-task
- Tactful, discreet, tolerant, flexible attitude [E]
- Treat colleagues and beneficiaries with dignity and respect [E]
- An empathy with the needs of families of life-limited children and those bereaved of a child [E]
- Ability to work well under pressure and manage competing priorities effectively [E]
- Able to work outside of normal office hours as required, including evening and weekend work [E]