

Job Description, Magic Breakfast

Job Title: Fundraising Manager (Individuals, schools and community) – full time position

Salary: £33,000 FTE

Reporting to: Head of Fundraising

This is an exciting opportunity to join a dynamic and passionate team working to ensure that no child in the UK starts the day too hungry to learn.

At a time of significant growth, we are looking for a Fundraising Manager to cultivate income from low-level individuals, schools and community groups. Working closely with the Head of Fundraising, and with support from the Fundraising Officer, the successful candidate will develop effective communication and stewardship opportunities for new and existing donors while identifying and managing opportunities to expand our donor base.

Purpose of the role

- To take ownership of the individual and participation income stream, ensuring successful and impactful delivery in line with Magic Breakfast's business plan and objectives
- To develop a donor care and stewardship strategy around new and existing low-level individual and regular givers, increasing retention rates and uplifting income
- To build and secure a pipeline of support from independent schools, working with the team and trustees to identify and map connection opportunities
- To secure and manage donor recruitment and engagement initiatives, including Magic SATs, possible newspaper campaigns and the Big Give
- To provide line management to the Fundraising Officer, working with them to support the team and provide excellent supporter communications

KEY RESPONSIBILITIES

Individual giving (exclusive of major gifts)

- Working with the Head of Fundraising, help to develop and implement a new strategy for increasing income across all individual giving streams
- Achieve the annual targets agreed for all areas of individual giving
- With the support of the Fundraising Officer, prepare detailed income and expenditure reports for each area of activity, interpreting the data to ensure effectiveness and return on investment
- Provide expertise and guidance on all matters relating to gift aid, working closely with the finance team to ensure gift aid declarations are accurately made and stored
- Work with the communications team to produce strong and compelling fundraising materials for a wide range of media
- Increase levels of supporter engagement and stewardship by developing and implementing a stewardship programme including regular newsletters, mailings and on-line activity
- Explore and test new methods for donor recruitment and increasing donations, including but not limited to: newspaper campaigns, the Big Give and Magic SATs
- Collaborate with the rest of the fundraising team, identifying and passing on opportunities to the Philanthropy Manager, Trust and Corporate teams.

To apply contact Graham Drew at Bamboo Fundraising: graham@bamboofundraising.co.uk

Participation/ community giving

- Support the Fundraising Officer to identify new opportunities for participation engagement, managing and ensuring adequate processes for distribution of fundraising materials and income collection
- Provide expertise and support to the Fundraising Officer to ensure all community groups receive high levels of stewardship and engagement, identifying opportunities for further collaboration or giving across the fundraising team

Independent schools

- Build a pipeline of potential Independent school partners, working with the fundraising team, Senior Leadership Team and trustees to map networks and build relationships
- Secure and manage fundraising partnerships with Independent schools, providing excellent support and content to maximise the relationship potential and legacy

Line Management

- Provide line management to the Fundraising Officer, ensuring a system of clear objective and target setting, performance management and appraisals – crucially helping them to develop and grow within their role, empowering them as part of, and support to, the team

General

- Help to maintain a positive working environment; be visible, energetic and participative, keeping the vision of Magic Breakfast at the heart of everything we do
- Hold and develop strong relationships with key stakeholders both externally and internally within Magic Breakfast
- Attend occasional events and activities outside normal working hours when required
- Provide regular reports and updates to the Head of Fundraising and Senior Leadership Team as required
- Ensure accurate and up-to-date income and activity records via Salesforce

PERSON SPECIFICATION

Essential

- A sound knowledge and understanding of individual giving as well as the regulatory environment for fundraising from individuals including data protection, Gift Aid and fundraising codes of practice and regulation
- Exceptional interpersonal skills; able to influence/persuade a wide range of stakeholders
- Considerable experience of preparing programmes of activity to recruit, engage, inspire and retain donors
- At least three years' experience of working in fundraising or similar, with minimum one year in individual giving
- A keen eye for detail to ensure high standards whilst working under pressure
- Excellent time management and organisational skills with the ability to manage multiple tasks simultaneously and to work to deadlines
- A collaborative team player with the confidence to work both self-sufficiently and across teams and departments, proactively engaging colleagues on projects and initiatives

- Committed to advancing the prospects of all children, irrespective of their background

Desirable

- Educated to degree level or equivalent
- Line management experience
- Understanding of marketing and PR
- Experience working for a children's charity

Application process and key dates

- CV and one-page covering letter to graham@bamboofundraising.co.uk by Monday 6th May
- 1st round interviews 8th and 9th May
- 2nd round interviews 14th and 15th May
- Job offer – 16th May