

Home-Start is committed to safer recruitment practice as an important part of safeguarding and protecting children and vulnerable adults

Job Description – Fundraising Manager, Home-Start Kirklees

Job Title: Fundraising Manager (Senior Management Team)

Responsible to: Director

Responsible for: fundraising volunteers and any future recruitment of supportive staff

Purposes of the job

The Home-Start Fundraising Manager, working with the Director is employed by Home-Start Kirklees and has responsibility:

- To increase the profile of Home-Start Kirklees (HSK) for the purposes of raising funds to achieve long term financial sustainability for the business.
- To work as part of the senior team and deputise for the Director in their absence.
- To take a lead on marketing, fundraising and bid writing
- To network with local businesses, voluntary organisations, groups and individuals to secure new and ongoing support.
- To identify areas of the business that can be expanded and developed to generate income exploring commercial opportunities and preparing feasibility studies.

Responsible to

On a day to day basis, the Fundraising Manager is responsible to and receives regular support and supervision from the Director.

Duties

MAIN DUTIES & TASKS:

1. **MARKETING**
 - Work with the Business Development Sub-Committee (BDSC), on behalf of the Board, to develop and update a marketing plan.
 - Engage positively and effectively manage relationships with local commissioners, funders, council elected members and local decision makers to raise awareness of HSK and evidence the impact of our work.
 - Ensure that the website and social media are accurate, up to date and interesting, taking the lead on the website news feeds, Facebook, Twitter, community conversations and other social networking sites.
 - Build relationships with supporters of all kinds and develop a Friends of

Home Start Kirklees group.

- Implement a new marketing CRM system and develop, update and maintain a supporters' database.
- Ensure all fundraising activity is supported by appropriate publicity.

2. FUNDRAISING

- Develop creative ways of fundraising.
- Lead and develop the fundraising strategy
- Take the lead in, and organize, a variety of fundraising events over the year both in-house and at other supporters' events.
- Promote HSK to potential donors including giving presentations to groups, churches, schools etc. and approaching potential donors/supporters and maintaining donor/supporters lists.
- Lead on fundraising campaigns including corporate fundraising with local businesses.
- Increase income to the charity with individual and local giving activity.
- Ensure that all donors are thanked for their support in a timely manner.
- Liaise with external agencies, including voluntary organisations, the media, local authorities, business contacts and other stakeholders.
- Source and make applications for grants from local charities and funding opportunities from local partnerships.
- Scope for business growth with income generation through commercial sales.

3 BID WRITING

- Research and write funding applications including to the Lottery and charitable trusts.
- When required by the Director oversee the initiation and implementation of projects resulting from successful funding bids ensuring that they are effectively and positively handed over into operations

4. OTHER DUTIES

- Liaise closely with your Line Manager, including regular briefing meetings.
- Write reports on marketing and fundraising for the BDSC and the Board.
- Deputise for the Director when absent, fulfilling all duties that require attention, including attending partnership, contract and business meetings.
- Build a team of volunteer supporters to generate income.
- Undertake all administrative tasks with a high level of skill and

accuracy, including word processing, database, spreadsheets, letters, reports, etc.

- Perform other such duties, consonant with the nature of this appointment, as may be reasonably required from time to time.
- The post holder must be aware of and comply with HSK policies and the Code of Fundraising Practice.

The post holder may be required to undertake any other duties that fall within the nature of the role and the responsibilities of the post as detailed above.

Person Specification – Fundraising Manager

Essential and desirable skills, abilities, experience, knowledge and special requirements for the post of Fundraising Manager

This form also indicates how the different requirements may be assessed during the selection process:

A = Application Form, I = Interview, E = Exercise

Essential	Desirable	Method of Assessment		
		A	I	E
Education and Qualifications				
Empathy with volunteer-led charity and the Home-Start ethos.	Experience of charity work Familiarity with key issues in Social Care and safeguarding	✓	✓	
Good standard of education (A Level/ Level 4 or above)	Degree/Level 5 Present or recent relevant employment	✓	✓	
Management and leadership qualification	Management and leadership experience	✓	✓	
Fundraising and Marketing				
Experience in fundraising and marketing	Relevant recent professional training and experience in fundraising and marketing	✓	✓	
Experience of working to a marketing or other strategic plan and successfully implementing its objectives	Experience of producing a marketing or fundraising plan	✓	✓	
Experience of bid writing	Proven experience of successful large grant applications	✓	✓	
Take the lead in organising and participating in fundraising events	Proven experience in successfully promoting and organising events	✓	✓	
Excellent literacy skills and ability to produce accurate written documents		✓	✓	
Proven administrative experience and ability to utilise a range of	Recognised IT qualification	✓	✓	✓

software to produce leaflets, flyers, newsletters posters etc				
Competence in using social media and databases and ability to update website information	Experience of marketing/fundraising software	✓	✓	
Effectively work as a member of the senior management team	Strategic planning, operational development and leading key pieces of work, experience of project management	✓	✓	
Self-Management/personal attributes				
Ability and willingness to work flexibly both as part of a friendly team (both staff and volunteers) and independently to meet the needs of the service		✓	✓	
Ability to work effectively and meet targets in a fast paced, occasionally challenging environment	Proven track record of meeting targets in a sometimes-pressured environment.	✓	✓	
Experience of setting up and working with budgets		✓	✓	
Excellent interpersonal skills, with confidence to give talks and presentations		✓	✓	✓
Ordered approach to work and an ability and willingness to follow agreed procedures.	Experience of developing procedures for service needs.	✓	✓	
Commitment to good safeguarding practice	Knowledge of current legislation and policies relating to children and families	✓	✓	
Knowledge of and commitment to equal opportunities and anti-discriminatory practice,	Training in equality, fairness and diversity	✓	✓	
Experience of managing and inputting to a database	Experience of setting up database systems	✓	✓	
Understanding of the need for professional confidentiality	Knowledge and experience of GDPR	✓	✓	
Evidence of creative and innovative thinking and ability to work on own initiative		✓	✓	✓
Confidence to make initial contact and maintain an ongoing relationship with potential and existing supporters and businesses	Experience of managing excellent relationships with a wide range of other agencies	✓	✓	
Special Requirements				
Eligibility to work in the UK		✓	✓	
Willingness to access training opportunities		✓	✓	
Ability to work flexibly, some evening or weekend work		✓	✓	
Car driver and use of a car with driving Licence permitting the owner to drive legally in the UK.		✓	✓	