

Job Description

Post:	Business Development and Fundraising Lead
Location:	Knowsley, Merseyside
Responsible to:	Chief Executive Officer
Hours:	35 per week, Monday - Friday (flexibility required in line with fundraising events)
Salary:	£34,000 + 6% pension contribution

Purpose

We are looking for a motivated and talented Fundraising Lead who will help us grow our non-profit income and expand our pool of donors, to promote the financial security and sustainability of The First Step. The postholder will help secure and sustain existing and future funding streams. The Fundraising Lead will head on applications and lead on researching and identifying potential new funders, submit applications, and build strong relationships with donors. The post-holder will cover the whole spectrum of fundraising duties and needs to think strategically and work operationally. They will need to be confident in representing the organisation externally and coordinate and maintain strong working relationships.

Duties and Key Responsibilities

1. Develop and implement a Fundraising strategy to maximise income with clear measurable targets.
2. Set and achieve income targets across all fundraising disciplines.
3. Represent the organisation with key stakeholders and funders.
4. Plan, deliver and monitor fundraising and marketing initiatives.
5. Identify funding opportunities and complete the timely submission of applications/ tenders to funders.
6. Ensure all fundraising is in adherence with charity law and standards.
7. To be responsible for the content and production of all fundraising

- appeals, including lead generation campaigns and cash gift appeals.
8. To be responsible for the development and production of a range of fundraising materials in support of donor recruitment, retention and development.
 9. Oversee all online giving platforms for community fundraising.

Specific Duties

Securing Grants and Statutory Funding

1. Research potential funders, check eligibility, understand priorities and timeframes.
2. Manage a summary report of all applications producing reports on success/ failure in line with measurable targets.
3. Oversee timely submission of high-quality applications for funding.
4. Coordinate monitoring and report management.
5. Support Service Leads in developing reports to existing funders.
6. Lead on management and preparation of all funding bids / tender's business proposals.

Fundraising

1. Identify and develop unrestricted fundraising income streams including individual giving, corporate, legacy giving, service providers (e.g., Local Giving).
2. Develop, deliver, and report on fundraising campaigns which aim to maximise unrestricted income and raise awareness of the charity's work.
3. Develop and deliver cases for support on an ongoing basis.
4. Maintain an up-to-date record of supporters, key contacts, donations etc and report to the Chief Executive as required.
5. To build excellent, strong working relationships with all relevant stakeholders.
6. Ensure all activity is consistent with internal policies, relevant legislation (e.g., Code of Fundraising Practice, General Data Protection Regulations) and carried out with a consistent high level of customer care.
7. Maintain records ensuring all relevant fundraising and donor information is recorded accurately and in accordance with the charity's policies and procedures.

Communications

1. To sensitively raise the profile of The First Step with relevant audiences, promoting the work we do, the impact we have and the difference we make.
2. To develop a social media content plan in support of building awareness, driving traffic to the website, including reinforcing fundraising asks.
3. Ensure the website, social media and all forms of external communication are informative and always kept up to date.
4. Draft short articles and press releases to promote our funded work and promote opportunities for further funding.
5. Support the Chief Executive in the development of presentations and reports e.g., in relation to funding and trustee reporting.
6. Work with colleagues to sensitively develop case studies in line with the charity's confidentiality policy.
7. To assist in the organisation of events.

Finance Management and Performance

1. To manage an allocated budget in conjunction with the CEO.
2. To ensure efficient management of relevant financial records and processes in accordance with the relevant procedures and the agency's financial controls policy.

Equality and Diversity

1. To be aware of the cultural and any additional needs of vulnerable adults and children using the services.
2. Actively promote the provision of equity and access by The First Step and promote non-discriminatory practices in all areas of work.

Strategy and Planning

1. To liaise with key stakeholders, conduct research and reports to support the Chief Executive in production and delivery of the ongoing income generation strategy.

2. To keep updated on changes or proposed changes in relevant legislation, policy, and practice.
3. Develop and lead on the fundraising strategy.

General Duties

1. To participate in training courses, internal and external, relevant to the post, or to The First Step's commitment to providing a quality service to its service users and stakeholders.
2. To input and maintain accurate information to the Charity's database systems.
3. To attend internal/external meetings as required.
4. To carry out any other reasonable duties that may be required by the CEO.
5. To fully comply with the charity's policies e.g., Equal Opportunities, Confidentiality, Lone Working, Health & Safety, etc.

General

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change. The job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading. All staff are responsible for the implementation of the Health & Safety Policy as far as it affects them, colleagues and others who may be affected by their work. Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

This post is **exempt** from the provisions of Section 4(2) of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. You are therefore **not** entitled to withhold information about convictions which for any other purposes are 'spent' under the provisions of the ACT and any failures to disclose such

convictions could result in dismissal or disciplinary action by The First Step. Any information given will be completely confidential and will be considered only in relation to the positions to which the Order applies.

Principal Terms & Conditions

- Salary paid monthly.
- Employer pension contribution of 6%.
- 35 hours per week.
- Business mileage allowance of 45p per mile.
- 25 days annual holiday pro rata for part time plus statutory bank holidays.
- 365-day access to an Employee Assistance Programme.
- Death in service benefit.

Business Development and Fundraising Lead – Person Specification

This person specification states the essential experience, knowledge, skills and attitudes which the selection panel will use to draw up a shortlist of applicants to be interviewed. When filling out your application form, please think carefully about how you can demonstrate that you meet each of the criteria in the person specification and give examples wherever you can. It is insufficient simply to repeat what it says in the person specification.

Education/Qualifications
Essential
<ul style="list-style-type: none"> • Minimum of 4 years' experience in fundraising • Strong skills in written English – preferable degree level or equivalent qualification
Desirable
<ul style="list-style-type: none"> • Relevant qualification e.g., via Chartered Institute of Fundraising or Chartered Institute of Marketing – this will not outweigh experience
Experience
Essential
<ul style="list-style-type: none"> • Successful track record of income generation, fundraising activity, bids. Relevant other experience will be considered e.g., marketing, sales. • Track record of meeting and exceeding targets. • Experience developing strong partnerships with corporates, trusts, foundations, and major donors. • Delivery of fundraising/marketing campaigns on and offline. • Preparing reports and presentations. • Delivering a high level of customer service internally and externally. • Recording and monitoring activity and contacts. • Working within relevant legislation. • Developing and delivering fundraising strategy.
Desirable
<ul style="list-style-type: none"> • Experience of working in a relevant charity e.g., refuge, children's centre, vulnerable people, complex needs. • Major Donor and Corporate fundraising experience.
Skills, Abilities and Knowledge
Essential

- Excellent written and verbal communication skills.
- Evidence of track record of meeting and exceeding targets
- Ability to build long term relationships and to persuasively explain the value of the work of The First Step.
- Excellent research and analysis skills
- Excellent organisational skills, with the ability to manage multiple activities, prioritise, meet deadlines, and operate without close supervision.
- Understanding of Fundraising regulator guidelines
- Knowledge of statutory, trust funding criteria and an ability adapt in line with these.
- Lead and develop a fundraising strategy.
- Develop and manage major donor relationships.
- To work closely with the CEO and Senior Management Team.

Desirable

- To develop and coordinate a database system to track and monitor funder/potential funders.
- Experience of developing large fundraising events
- GDPR and data protection regulation
- An understanding of domestic abuse and its impact

Personal/Attitudes/Qualities

Essential

- Empathy for the aims of the charity and those it supports.
- Commitment to anti-discriminatory practice and equal opportunities.
- Positive, can do, flexible attitude.
- Willingness to work occasional unsociable hours.
- To be flexible within the broader remit of the post

General

- This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975. It will be necessary for an Enhanced Disclosure to be made to the Disclosure & Barring Service for details of any previous criminal convictions.

Summary Terms and Conditions of Employment

Terms of appointment: Confirmation of appointment will be subject to the satisfactory completion of a probationary period. This will normally be of six months (less for short term contracts). During this time an employee will be expected to establish their suitability for the post.

Salary: Salary is paid in arrears through bank credit by the 15th of each month. Part time staff receive pro-rata payment based on hours worked.

Pension TFS is enrolled with TPT Retirement Solutions pension scheme. TFS normally contributes 6% of salary and towards the group pension scheme.

Annual Leave TFS offers an annual leave entitlement of 25 days per year in addition, we offer all public holidays. All leave entitlement is calculated pro-rata for part time employees.

Other leave Employees have contractual rights to time off for reasons of sickness, maternity and other circumstances.

Asylum and Immigration Act 1996: To confirm your right to work in the UK, Women's Aid will need to see the original of at least one document from a specified list (available on the gov.uk website). Most commonly this is a British Passport.