



JOB DESCRIPTION

UHCW CHARITY FUNDRAISING MANAGER

REPORTS TO: UHCW CHARITY DIRECTOR

37.5 HOURS

SALARY RANGE: £36K-£45K
DEPENDING ON EXPERIENCE

JOB PURPOSE

To manage and proactively develop both corporate and community fundraising activities for UHCW Charity through engagement with local businesses and UHCW NHS Trust wards and departments, patients and their families, community groups (including schools, churches and membership organisations) and through personalised donor-led relationship management with new and existing supporters. Working with UHCW Charity staff and these groups and supporters to help grow the Charity’s fundraising income and local profile

PRINCIPAL OBJECTIVES

- To manage community and corporate fundraising for UHCW Charity, ensuring appropriate co-ordination across different fundraising activities and delivering agreed annual income targets
- Working with the UHCW Charity Director to develop annual plans and budgets for all ward/departments and community and corporate fundraising
- To implement a stewardship programme to engage groups and individual donors as repeat supporters
- To research, identify and recommend new potential relationships or other opportunities for UHCW Charity to increase fundraising income
- To recruit and oversee volunteers and work in collaboration with the charity administrator to ensure excellent relationships with volunteers and donors
- To recruit and manage a UHCW Charity Business Group
- To represent UHCW Charity at presentations, events, meetings and networking opportunities, working to enhance the UHCW Charity brand online and at all events
- To collate and write fundraising stories for marketing and social media

DUTIES AND RESPONSIBILITIES

- To manage the Charity’s community and corporate fundraising team and charity administrator

FUNDRAISING

- Research and manage a pipeline of opportunities for our current supporters, community groups, volunteers, UHCW NHS Trust staff and enthuse them to fundraise for UHCW Charity
- Develop a programme of opportunities for our current supporters to support UHCW Charity to include campaigns and annual events
- Engage both community and corporate supporters through face to face meetings, presentations and phone calls to inspire them to participate in fundraising activities
- Provide support, advice and resources to supporters to ensure that they have the resources to maximise their fundraising for UHCW Charity

- Deliver presentations, attend meetings and events as part of the relationship management programme
- Communicate impact, collate and share approved case studies and engage supporters in activities to strengthen their relationship with UHCW Charity

STEWARDSHIP

- Oversee the fundraising team's effective and excellent stewardship of donors
- Deliver timely and personalised thank you letters, as well as social media posts for all donations received from community and corporate donors
- Deliver effective and timely pre and post-engagement communications
- Follow up on and deliver actions discussed during supporter meetings
- Plan and deliver appropriate supporter journeys to steward supporters to increase their lifetime value, through superior supporter care that exceeds the expectations of the supporter
- Identify and establish new relationships by researching and capitalising on donor and local business networks
- Engage with and communicate regularly to supporters using CRM database, organising volunteering opportunities for corporate supporters
- Ensure UHCW Charity meets the requirements of any donation, including offering supporter visits, recognition opportunities, PR and updates

DATABASE - HARLEQUIN

- Ensure GDPR compliance across all supporter communications
- Maintain accurate and up-to-date records of relevant supporter communications
- Maintain accurate and up-to-date records of opportunities, relationships and contacts
- Maintain accurate and up-to-date records of pledges, donations, volunteering, gifts in kind and acknowledgments

ADMINISTRATION

- Produce reports, and other information for the UHCW Charity Director
- Follow up enquiries, meetings and presentations and check on progress to ensure outcomes can be monitored
- Work with the wider Charity team to gather and collate information that enhances UHCW Charity's case for support and maximise income opportunities

FINANCE

- Contribute to budget preparations by providing supporter target lists and anticipated income to the UHCW Charity Director
- Oversee the work of the Charity Administrator to ensure that all donations are acknowledged and coded correctly and within the agreed timeframe

RELATIONSHIPS

- Work to build good relationships with donors and provide an excellent level of supporter care
- Establish and maintain high quality relationships across University Hospitals Coventry and Warwickshire NHS Trust

OTHER

- A willingness to travel and work flexibly in line with supporters' requirements (flexible working hours are essential for this role, with some evening and weekend working required)
- Operate within Charity Law, GDPR and the Fundraising Regulator

ESSENTIAL WORK SKILLS

- Ability to adapt to the changing fundraising environment
- Knowledge and minimum of 2 years' fundraising experience
- Ability to present information to senior managers and individuals clearly and concisely
- Good social media and communication skills: written, face-to-face and on the phone
- Outstanding organisation skills and the ability to manage multiple tasks at one time
- Exemplary interpersonal skills and the ability to communicate with a wide range of people
- The ability to solicit and develop support for UHCW Charity from a wide variety of community stakeholders
- Good level of computer literacy particularly Excel, Outlook, Word, PowerPoint and customer relationship databases

PERSON SPECIFICATION

ESSENTIAL

- Minimum 2 years' experience in charity fundraising with a proven track record of building and developing working relationships and effectively networking
- Experience of managing people
- Emotionally intelligent with strong empathetic and social skills in order to relate to a wide variety of people and develop effective networks
- A positive, flexible can-do attitude with the ability to deliver excellent quality of work under time-pressure
- Confident, cheerful with a friendly disposition and able to work as part of a team
- Sensitivity when dealing with donors, patients and with families who have been bereaved
- A flexible and positive attitude to work
- Full, clean driving licence and availability and insurance of a car for business use

DESIRABLE

- Awareness of current issues in the charity sector and the NHS
- Marketing experience
- Project management experience

GENERAL

- In this role, the post holder will be required to adhere to all UHCW Charity policies including Equality and Diversity, Safeguarding, and Health and Safety
- Work flexibly and undertake activities as the role requires and as instructed by the UHCW Charity Director