

Job Description

Post Title: Fundraising Manager

Responsible to: Head of Fundraising

Purpose of job: To initiate, develop and build relationships with individuals, organisations, groups and individuals in communities across Wales and beyond to ensure that profitable partnerships are built and maximising income generated for Llamau.

Main duties

1. Strategically build a corporate & community pipeline comprised of businesses, community groups, organisations and individual fundraisers who have not previously supported Llamau, with the aim of generating income through fundraising, participation in Llamau events and campaigns, sponsorship and donations.
2. Proactively build relationships with businesses and community groups who are already in the pipeline, with the aim of generating income through fundraising, participation in Llamau events and campaigns, sponsorship and donations.
3. Manage relationships with existing supporters, ensuring that supporters receive the highest quality support, maximising the money raised alongside their engagement with Llamau thereby increasing the likelihood of supporter retention or repeat support.
4. Write and deliver high quality presentations at networking events, business events and other platforms to highlight the impact of Llamau's work and to generate interest in corporate partnership working.
5. Coordinate and deliver offerings for community groups, organisations and schools.
6. Attend fundraising events, networking events and other events within the community to raise awareness of Llamau and encourage donations/fundraising.
7. Recruit and manage fundraising volunteers for Llamau.
8. Respond appropriately and in a timely manner to any unprompted fundraising enquiries and fundraising pledges.

9. Use the fundraising database, record all information relating to prospects and supporters, ensuring that all reports from the database are accurate. Using this data, develop a pipeline strategy and stewardship journey for supporters.
10. Write and deliver monthly reports which monitor income against agreed targets and flag any issues to the Head of Fundraising. Work with the Head of Fundraising to agree remedial action.
11. Work with the Marketing and Communications Team to use Llamau's marketing channels, including website, social media, and print and broadcast media to support existing partnerships and to drive new business.
12. Keep up to date with trends and good practice inside and outside the charity sector.
13. Attend and participate in Fundraising and Communications team meetings and organisational events.
14. Work at all times to the ethos and values of Llamau and to Llamau's policies and procedures, and in compliance with data protection regulations, fundraising and communications regulations and Health and Safety regulations.
15. Work flexibly and outside office hours to meet the requirements of the post. There may be times when you will need to attend events on evenings or weekends. Time off in lieu (TOIL) will be granted in this instance.
16. Any other duties which fall within the remit of the post.

PERSON SPECIFICATION

Job Title: Fundraising Manager

ESSENTIAL

Experience	<ul style="list-style-type: none">• At least 1 years working in a fundraising role or in a sales or business development role• Demonstrable experience of securing large donations or high value sales from customers or supporters• Experience of building and managing profitable relationships with supporters and customers• Experience of monitoring performance against agreed income targets, and of meeting or exceeding targets• Experience of managing a supporter pipeline or sales pipeline, and of prioritising prospects to deliver the best return on investment• Demonstrable experience of delivering successful face to face pitch presentations and of writing successful fundraising or sales proposals• Experience of working with and managing volunteers• Experience of using databases to manage relationships and pipelines• Experience of charity fundraising, with specific knowledge of corporate or community fundraising
Skills	<ul style="list-style-type: none">• Excellent interpersonal skills – ability to build relationships with a wide range of supporters and internal stakeholders• Excellent presentation skills – ability to write and deliver tailored presentations which motivate people to support Llamau• Able to work independently and show initiative• Ability to work as part of a team• Ability to communicate effectively in writing, ensuring tone and language are engaging and tailored to the audience• Good IT Skills – particularly competent with Microsoft Word, Excel Outlook, PowerPoint and Teams• Excellent organisational skills, with a structured and methodical approach to managing supporters and prospects• Ability to manage multiple deadlines and prioritise effectively• Excellent negotiating skills to ensure the best return on investment for Llamau• Good numeracy skills with the ability to monitor and analyse budgets
Personal Qualities	<ul style="list-style-type: none">• Results driven with a positive approach to achieving targets• Highly motivated with a drive for continuous improvement• Supporter-focussed with a commitment to delivering the highest quality supporter experience• Professional approach to act as an advocate for Llamau and its work• Attention to detail• Empathetic approach with ability to communicate appropriately and in a non-judgemental way with the people we support• Commitment to working to and upholding Llamau's values, ethos and

	culture
Other Relevant Requirements	<ul style="list-style-type: none"> • Understanding of and commitment to: <ul style="list-style-type: none"> ○ the principles of Equal Opportunities ○ the principles of confidentiality ○ Understanding of the issues faced by the Third Sector in Wales ○ Work within the ethos of Llamau and its policies and procedures ○ work within Health & Safety at Work regulations • Driving License and access to own vehicle – travel across Wales will be required • Willingness to work unsocial or additional hours, as required (TOIL will be accrued in this instance)
DESIRABLE	
Education	<ul style="list-style-type: none"> • Already achieved or working towards a recognised fundraising qualification
Experience	<ul style="list-style-type: none"> • Experience of working in third sector fundraising, with an understanding of the current challenges and opportunities in fundraising • Experience of fundraising product development, and of developing innovative fundraising ideas for corporate and community audiences • Experience of working to increase income from Gift Aid • Experience of working with children and young people
Skills	<ul style="list-style-type: none"> • Ability to speak and write Welsh • Analytical skills and strategic thinking to identify trends and to make recommendations for increased income generation
Personal Qualities	<ul style="list-style-type: none"> • Interest in homelessness, gender issues, domestic abuse and issues facing young people