**Senior Fundraising Manager (full-time)**

**Reports To:** Chief Executive

**Hours of Work:** 9.00-17.00 Full-time

**Salary:** £35,000 - £37,000

**Line Management:** Events and Community Fundraising Manager

**Location:** London, SE16

**Additional benefits**: 5% Pension contribution, Season ticket loan, 33 days’ holiday (inc Bank holidays).

**About the Role**

The purpose of the job is to maximise the charity’s income from charitable trusts, corporate partnerships, major donors, fundraising appeals and regular donations, as well as developing the Trust’s legacy potential.

**Job Purpose**

* Develop the fundraising strategy, in line with the Trust’s business strategy and support the development of the fundraising team.
* Achieve or exceed agreed income targets
* To manage and support the Fundraising Team
* To ensure the Trust meets all legal responsibilities in UK and Ireland as required by fundraising regulators.

**Key Responsibilities**

Trust and Grants

* To grow and develop a targeted, strategic programme of trust fundraising.
* Prepare clear, accurate and engaging written applications, project plans and proposals.
* Manage the grant application process, ensuring that reporting is tracked and meets donors' expectations.

Individual Giving

* Develop and maintain a stewardship programme, that ensures timely communications for every donation made.
* Develop relationships with existing donors, identifying potential major donors and nurture relationships with these individuals
* To manage and develop communications with members and general public via: email, social media, direct mail.
* Lead the planning and delivery of our supporter appeals ensuring they generate agreed return on investment.
* Ensure the benefits of Gift Aid is actively promoted to existing and new supporters.
* To sensitively promote legacies on Trust marketing material.
* To be the main point of contact for all legacy enquiries at the Trust.
* To acknowledge and thank the next of kin for any legacy donations received, ensuring that any restriction to the gift is recorded accurately.

Corporate Fundraising

* Manage the current corporate partnerships and develop new contacts to expand the partnership programme, ensuring delivery of income against targets.
* Develop the existing plan for corporate fundraising to ensure variety of income streams.
* Ensure Commercial Participation Agreements are in place with new corporate partners.
* Develop persuasive and innovative proposals, case studies and pitches to maximise or secure income from a variety of corporate resources.

General

* Prepare annual income and expenditure fundraising budgets
* Record, monitor and report financial progress, against budgets.
* Preparing reports as required on fundraising projects, proposals and ongoing schemes.
* Manage the production of fundraising promotional material.
* To represent the Trust at networking and professional events and to keep abreast of new funding streams
* To manage and support the development of the fundraising copy for *MSA News*
* To support the development of appropriate PR. and communications for the organisation
* Manage and support the development of new material for the Trust’s website fundraising section.

Other Duties

* To attend MSA Trust events and meetings in different parts of the UK, some of which may be during evenings or weekends
* Keep up to date with news from across the third sector.
* To manage the support of volunteer engagement across the wider Trust as appropriate.
* To work closely with the Chief Executive and deputy CEO to identify opportunities for new funding streams, and also publicity-worthy fundraising activities
* To undertake any other reasonable activity in line with the responsibilities of the post as requested by the Chief Executive, Trustees or senior staff.

**Person Specification**

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| --- | --- | --- | --- |
| **Criteria** | **Description** | **Essential (E) / Desirable (D)** | **Assessed on Application form (A) /or at Interview (I)** |
| **Qualifications** | Educated to degree level and possess a relevant qualification or appropriate experience in a directly related post | E | A |
|  | Professional fundraising qualification | D | A |
| **Knowledge of** | CRM databases (we use Raisers Edge) | E | I |
|  | Charitable trust fundraising techniques | E | A/I |
|  | Legacy development | E | A/I |
|  | Legalities of corporate fundraising | D | A/I |
| **Skills** | Ability to problem solve and prioritise workload with an ability to understand/convey complex issues | E | A/I |
|  | Excellent verbal and written communication skills; able to communicate effectively with a variety of people (e.g. professionals, service users, suppliers). | E | A/I |
|  | An understanding of the importance of discretion and confidentiality. | E | A |
|  | An ability to give empathetic support to service users and volunteers. | E | A/I |
|  | Use of social networking sites, such as Facebook and Twitter | D | A |
|  | Excellent IT skills with the ability to work confidently with Microsoft Office and database systems. | E | A |
| **Experience of** | Working within a health or research charity or organisation | D | A/I |
|  | Developing and delivering a ‘pitch’ to Corporate partners | D | A / I |
|  | 3-5 years’ minimum charitable trust fundraising | E | A |
| Budgets/income management | E | A/I |
| Line management /Volunteer development | D | A/I |
| **Organisational requirements** | Commitment to MSA Trust’s vision, mission and values. | E | I |
|  | Availability for occasional evening and weekend work. | E | I |

**About the Multiple System Atrophy Trust**

The Multiple System Atrophy Trust is the UK’s leading charity supporting people affected by multiple system atrophy (MSA) – a rare neurological disease with no known cause or cure.

**MSA**

Multiple System Atrophy (MSA) is a progressive neurological disorder that affects adult men and women. It is caused by degeneration or atrophy of nerve cells in several (or multiple) areas of the brain, which can result in problems with movement, balance and autonomic functions of the body such as bladder and blood pressure control.

**Our Services**

We provide a telephone and email support line, three specialist MSA nurses and 36 regular regional support groups throughout the UK and Ireland. These activities are crucial in reducing the isolation of having a rare and incurable disease. The Trust also funds research to find the cause, and one day, cure for MSA.

The Trust’s Vision is a world free of MSA. Our Mission is to find the cause and, ultimately, cure for MSA. Until that day, we will do all we can to support people affected by MSA and to strive to ensure that they are not alone on their individual journeys.

The Trust has seven core values; we aspire to be:

* led by those we serve – we strive to put those we serve at the heart of everything we do
* collaborative – we will work collaboratively when this is in the best interests of those we serve and the Trust
* supportive – the Trust exists to support people affected by MSA throughout their journey – we are on their side and we want them to know and feel this
* open – we want to be open and welcoming to everyone affected by MSA who makes contact with us
* respectful – our ethos is to critique not to criticise
* committed – everyone who is involved with the Trust should be committed to doing what they can, in whatever capacity, to improve the lives of people affected by MSA
* informative – we want to inform and be honest and transparent about what we say and what we do.

KW Jun16