

Job Description

Job Title: Senior Area and Events Fundraising Manager

Responsible to: Interim Head of Public Fundraising

Responsible for: Area Fundraising Manager
Area Fundraisers x3
Events Manager
Digital Fundraising Manager

Job Purpose:

To lead, motivate and inspire the Area and Events fundraising teams, ensuring that the strategic plan and income targets are achieved.

Main Duties:

Income Generation

- > Lead, manage and inspire the Area and Events team to achieve their income targets through a diligent focus on high quality recruitment, induction, coaching and retention.
- > Develop and deliver a comprehensive operational plan for specified audiences which include communities, smaller businesses, eventers and other identified audiences.
- > Ensure income and expenditure targets are delivered for Acorns leading events and third party, in aid of, and challenge events.
- > Monitor the trends and patterns in your area of responsibility, making recommendations regarding the evolution of the agreed fundraising strategy to ensure Acorns remains alive to changes to the environment.
- > Fully engage with the organisational strategic planning, budgeting, and operational planning processes.

Relationship Management

- > Build and develop a collaborative, trusted relationship with the Senior Fundraising team.
- > Build positive relationships with external stakeholders including supporters, volunteers, partners suppliers and local communities.
- > Work closely and constructively with the hospice management teams, attending meetings and creating a positive working relationship that maximises income and volunteering opportunities.
- > Work in liaison with internal teams including Supporter Services, Data and the Marcomms team, to ensure projects, campaigns and events are scheduled and delivered to the highest standard.
- > Work in partnership with the wider fundraising teams to identify and develop strategic fundraising opportunities that support income generation and supporter experience.



Management

- > Lead, manage and develop the Area and Events team to work effectively and achieve income targets set in line with the Fundraising Strategy. Develop and manage a comprehensive suite of KPIs that record the impact of the team in line with the Fundraising Strategy.
- > Provide line management and ensure the My Career process is adhered to with personal objectives and learning and development plans, reviewing performance and managing any issues that arise in line with the Acorns Values.

Budget and Reporting

- > Manage income and expenditure budgets across the programme, and adhere to Acorns reforecasting schedule.
- > Ensure oversight and analysis of reporting is available in timely fashion and supports the delivery of objectives and supports the monitoring of KPIs.
- > Adhere to the charity's financial systems.

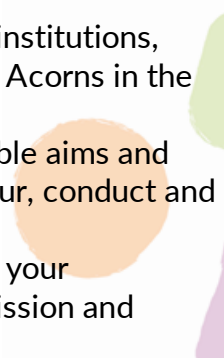
Data, Insight and Analysis


- > Ensure supporter data is managed to the highest standard. Ensure the teams maintain accurate and up-to-date records of supporters and fundraising activities on Donorfy.
- > Keep up to date with new developments, legalities, codes of conduct, best practice and trends then use this to inform the ongoing development of Area and Event Fundraising.
- > Continually evaluate activity and produce detailed end of campaign reports, ensuring key learnings and insights are fed into planning of future activity and budgets as appropriate.

Supporter Journeys

- > To work closely with the Supporter Journey function to ensure that appropriate and engaging supporter journeys are in place for specified audiences.
- > Actively maintain and support existing relationships with supporters to encourage long-term commitment and giving. Recruit new supporters and implement appropriate supporter care procedures in accordance with Acorns policies.

Other Duties:

- > To adhere and promote Acorns Values.
 - > Maintain effective contacts with the charity world through various institutions, organisations and agencies and networking with the aim of keeping Acorns in the public eye and maximising income generation opportunities.
 - > To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
 - > To contribute to Acorns fundraising aims by raising awareness with your stakeholder groups about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support.
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- > To put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
 - > To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
 - > To actively participate in an annual performance and development review process and any training and development identified to further enhance your role with Acorns.
 - > To carry out any other reasonable duty as requested by the Head of Public Fundraising or Executive Director of Fundraising.

Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.



Person Specification: Senior Area and Events Fundraising Manager

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> > Good general level of education > GCSEs in English and Maths or equivalent 	<ul style="list-style-type: none"> > CloF Certificate or willingness to train
Experience	<ul style="list-style-type: none"> > Proven experience of the range of Area/Community and Events Fundraising techniques and management > Experience of managing remote based teams > A demonstrable understanding of fundraising legalities > Understanding of the principles of marketing and PR > Experience of organising events and campaigns > Experience of effective reporting at senior management level > Understanding of the principle of relationship marketing and donor care > Significant staff management experience > Experience of effective delegation and supportive performance management > A track record of success in developing effective operational plans > Proven track record of working successfully in a targeted environment > Experience of the successful recruitment, induction, training and retention of fundraising volunteers > Awareness of Health and Safety and regulatory requirements > A track record for being able to communicate complex information in presentations, in writing or on a one to one basis 	<ul style="list-style-type: none"> > Experience of work in the voluntary sector > Understanding of risk assessment and regulatory requirements for public events > Previous work with volunteers > Knowledge of charity law > A familiarity with Donorfy or a similar CRM > A working knowledge of GDPR
Skills and Abilities	<ul style="list-style-type: none"> > High level communication skills with the ability to communicate and influence and network at all levels. > Coaching and mentoring skills > Lead responsibility for initiating Area and Event activities to achieve plans > Ability to devise, negotiate and implement plans > Ability to work collaboratively with colleagues to achieve agreed objectives > A role model, able to demonstrate the achievement of results through and with others, creating buy-in by actively encouraging others to get involved and listening to their advice > Self-motivated with the ability to prioritise own workload and resilience to meet deadlines > Thorough understanding of finance, budgeting and forecasting systems and techniques > IT Skills including Word, Outlook, Excel and Power Point > Resourceful and innovative > Ability to understand, exhibit and implement excellent customer care practices > Committed to building good internal and external relationships with staff and supporters > Ability to reflect on own performance and to take a proactive responsibility to self- development 	
Other	<ul style="list-style-type: none"> > Willingness to work outside normal working hours on a regular basis > Commitment to equal opportunities > Willingness to train and learn new skills > Ability to be flexible and cover team colleagues > Ability to travel independently throughout the organisation 	<ul style="list-style-type: none"> > Empathy with Acorns aims and objectives

	Essential	Desirable
Behaviours	<ul style="list-style-type: none"> > Will challenge the status quo > Positive, enthusiastic approach & can-do attitude > Curious, always seeking to understand and improve experience of customers > Open to change and continuous improvement > Innovative mindset and passionate about learning > Commitment to the Acorns strategy & its success. 	





Terms and Conditions of Employment

Job Title:	Senior Area and Events Fundraising Manager
Responsible To:	Interim Head of Public Fundraising
Location:	Drakes Court 302 Alcester Road Wythall Birmingham B47 6JR With frequent travel to Acorns hospices, site visits in the West Midlands and remote working
Salary:	£40,000 to £50,000 per annum
Notice:	12 Weeks
Hours:	37 hours per week
Holidays:	31 days (229.5 hours) including public holidays, rising to 35 days (259 hours) after 3 years' service
Pension:	Contribution to Group Personal Pension Plan. Organisation will contribute 7.5% to pension.
Life Assurance:	2 x salary life assurance scheme

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.