# Job Description

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| **Job title:** | Development Manager (Philanthropy and Fundraising) |
| **Annual salary:** | £38,000 - £42,000 (depending on experience) |
| **Hours:** | 37 hours per week |
| **Job Location:** | Hybrid (Office-based with flexibility for home working) |
| **Responsible to:** | Chief Executive Officer |
| **Responsible for** | Corporate and Community Fundraiser |

## The role

The Development Manager (Philanthropy and Fundraising) position marks an exciting new chapter at The Carers' Centre. In this pivotal role, you will lead income generation efforts for our forward-thinking local charity. You will be responsible for identifying new sources of unrestricted income, strengthening existing income streams, and building strong relationships with both new and established supporters.

Success in this role will be evaluated based on mutually agreed Key Performance Indicators (KPI’s) such as campaign engagement, donor retention and income growth.

We are seeking a visionary strategist who thrives on collaboration and is committed to helping to secure the long-term sustainability of The Carers' Centre, ensuring a brighter future for unpaid carers. As the Development Manager, you will be responsible for cultivating impactful donor relationships and building a dynamic fundraising team to drive increased donor retention and income for the charity.

## About you

You will play a key role in the financial sustainability of the organisation, helping to shape the future of support for unpaid carers in BaNES. With a proven record in philanthropy and at least one other income generation activity, alongside effective management skills you’ll have the knack for crafting compelling results driven proposals that resonate with donors and funders alike. Your prowess as a skilled communicator allows you to expertly forge tailored relationships with a diverse array of stakeholders, whether in the digital platforms or face to face encounters.

As an expert in organisation, you possess the capability to conceive and deliver productive income generation strategies with finesse. Your understanding of fundraising legislation equips you with the knowledge needed to navigate the intricacies of this field. In short, you're the dynamo we need to help drive our mission forward.

## About us

The Carers’ Centre is a local independent charity with a big vision! We want to live in a community where unpaid carers are fully recognised, valued, and supported. By joining The Carers’ Centre, you are joining a team dedicated to helping families across Bath and North East Somerset when they need us most.

We provide trusted information, advice, and support to unpaid carers of all ages, enabling them to maintain or improve their health and wellbeing, stay in control of their caring role, and get connected with others in a similar situation to them. In addition, we work with the wider community to improve recognition and support for unpaid carers.

We are committed to safeguarding and promoting the welfare of children/young people and vulnerable adults and expect all staff and volunteers to share this commitment. All applicants are subject to a satisfactory Disclosure and Barring Service check and at least two independent references.

We are committed to providing services that embrace diversity and promote equality of opportunity.

## Why join us?

* Our small but passionate team thrives on collaboration, open communication, and celebrating impact together. We’re all in this to make the world a little better.
* We want our employees to have more control over their work/life balance, that’s why we offer flexible start and finish times, as well as the ability to enjoy our beautiful riverside office which comes with free parking, and to work from the comfort of your home.
* With work/life balance in mind and the many caring roles we know people can experience, we make sure our policies work for families.
* As a small but powerful local charity, we rely on digital innovation. You’ll use tools such as CRM systems, collaborative tools, email marketing platforms and social media analytics to engage donors and drive campaign effectiveness in partnership with the comms team.
* As well as all this, you will receive a 5% pension contribution, generous sickness pay, 25 days annual leave plus bank holidays and discounts through an employee discount scheme. In addition, you will also get an additional day of leave each year, for 5 years.

We welcome applications from all backgrounds and communities. We are committed to building a diverse team that reflects the people we serve.

To apply for this exciting opportunity, read the documents below and send your Application Form to: [recruitment@banescarerscentre.org.uk](mailto:recruitment@banescarerscentre.org.uk).

If you would like an informal discussion about the role email [jacqui.orchard@banescarerscentre.org.uk](mailto:jacqui.orchard@banescarerscentre.org.uk) to book a 20-minute chat.

# Key duties and responsibilities

Main responsibilities

In line with our income generation strategy:

* Lead on the strategic planning and implementation of income generation activities to help build sustainability of The Carers’ Centre and its services for 19,600 unpaid carers across Bath and North East Somerset.
* Develop and implement a stewardship programme for donors and funders building support and securing new income for The Carers’ Centre.
* Work collaboratively with colleagues to help deliver The Carers’ Centre vision for carers.

Income generation

* Design and deliver a diverse income generation plan to support philanthropy and fundraising in line with The Carers’ Centre Strategic Plan.
* Co-produce annual philanthropy and fundraising targets and take the lead responsibility to instigate and co-ordinate the activity that will achieve them.
* Build long-lasting relationships with key local philanthropists, donors, and funders.
* Work proactively with colleagues to research, identify and scope a portfolio of compelling projects and proposals that will appeal to donors and funders.
* Work closely with communication colleagues to develop appropriate communications campaigns and activities for different supporter groups.
* Contribute towards the charity’s communications and marketing strategy ensuring fundraising is embedded.
* Develop, maintain, and implement relevant policies and procedures in line with our growth plans.

Line management

* Provide effective line management and support to direct reports to help them maximise their potential and effectiveness.
* Ensure line reports consider their own health and wellbeing.

General

* Uphold and embed our values and behavioural competencies.

Ensure you and your reports:

* Uphold and embed our values and behavioural competencies in your work
* Deliver against the agreed workplan.
* Adhere to the Carers’ Charter.
* Work within The Carers’ Centre’s policy framework.
* Ensure that you adopt good practice within the Carers Trust network.
* Take responsibility for ensuring communications are in line with GDPR and The Fundraising Regulator guidelines.
* Encourage carers to provide feedback on The Carers’ Centre services and to become actively involved in shaping future delivery.
* Work with the Carbon Champion, the Senior Leadership Team and small working group of colleagues to look for ways to reduce carbon footprint across the organisation, make cost savings on energy usage and achieve targets throughout the Carbon Footprint project
* Support the Carbon Champion by implementing environmentally friendly practices to help reduce our carbon footprint.

# Person specification

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| **Qualifications** | **Essential** | **Desirable** |
| Good literacy and numeracy competency (including GCSE Maths and English at grade C or above), or equivalent qualifications/ experience. | Y |  |
| Relevant training or qualifications in philanthropy or fundraising |  | Y |
| **Professional Experience/knowledge** |  |  |
| Proven track record of over 2 years in successful philanthropy and  fundraising , including the development and implementation of  income generation plans | Y |  |
| Demonstrated success in producing high impact proposals that  engage donors and secure funding. | Y |  |
| Knowledge of relevant policies, procedures, and legislation in the  areas of fundraising in the UK | Y |  |
| Development and management of income generation budgets. | Y |  |
| Experience in engaging with groups of donors and supporters via  digital and in person campaigns and communications initiatives. |  | Y |
| Understanding of the charity sector and specifically the unpaid  carer role. |  | Y |
| **Skills and abilities** |  |  |
| Excellent verbal and written communication skills. | Y |  |
| Demonstrates an ability to understand and convey complex information. | Y |  |
| Excellent interpersonal and social skills. | Y |  |
| A highly organised approach to planning and recording communications with supporters and donors. | Y |  |
| Excellent IT and digital communication skills | Y |  |
| Skilled in strategic and systems thinking. |  | Y |
| **Personal attributes** |  |  |
| Interest in or open to experimenting with new digital techniques and approaches. | Y |  |
| Ability to work independently, proactively and under own initiative. | Y |  |
| Commitment to and able to work in a way that promotes and respects equal opportunities, diversity and promotes inclusion. | Y |  |
| Role models the values of the organisation. | Y |  |
| **Other requirements** |  |  |
| Flexibility to work occasional evenings and weekends as required. | Y |  |
| Ability to travel throughout the Bath and North East Somerset area. | Y |  |