



Marie Curie

Job Description

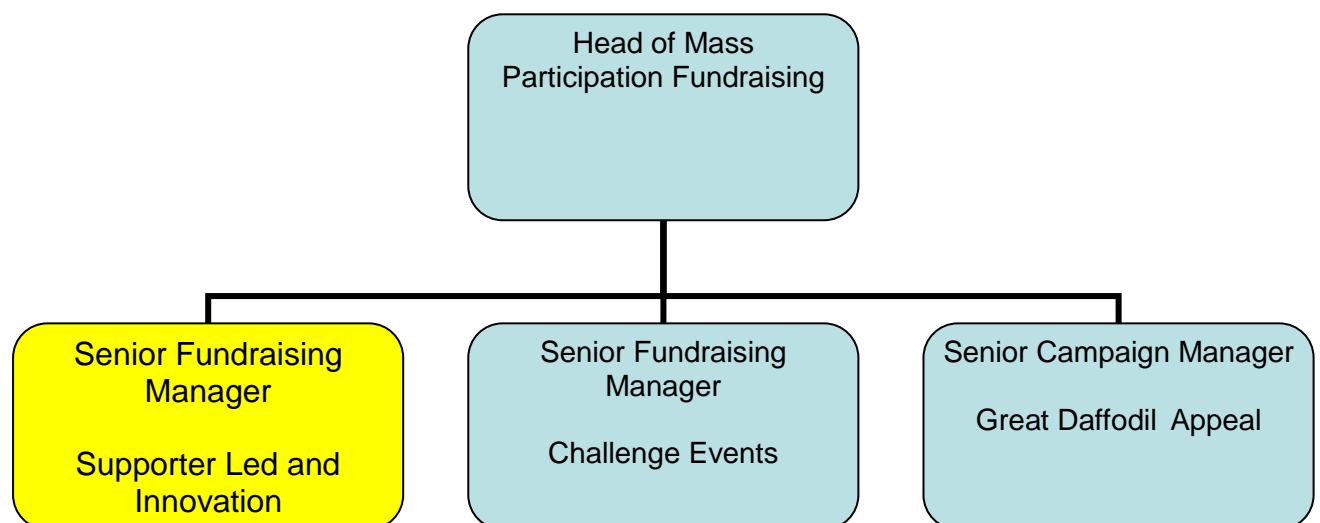
Job title:	Senior Fundraising Manager: Supporter Led Fundraising and Innovation
Department:	Mass Participation Fundraising
Reports to:	Head of Mass Participation Fundraising
Responsible for:	A team of Product, Stewardship and Innovation Managers
Accountable To	Head of Mass Participation Fundraising

Job Purpose/Summary

We are seeking a Senior Fundraising Manager position to sit within a high performing and ambitious Mass Participation Fundraising Department which is key to supporting the delivery of Marie Curie's Fundraising Strategy. This role is for six months.

The Mass Participation Fundraising Team is responsible for delivering a diverse and successful portfolio of mass participation fundraising offers, including runs, swims and cycles; overseas treks and challenges; public collections; and Marie Curie campaigns including the Great Daffodil Appeal, Blooming Great Tea Party and Step into Spring.

The Senior Fundraising Manager will support the delivery of an ambitious strategy to deliver and grow this multi-million pound portfolio of activity. The post holder will be responsible for the departments supporter led fundraising activities including Blooming Great Tea Party, Step into Spring and "in aid of" fundraising. They will lead on the overarching strategy for this area of activity and also be responsible for new product development and innovation. The role will work with teams across the Directorate to review our current portfolio and strategy, identify opportunities for improvement or development and create new products as and when needed. The role will work closely with our Community and Corporate Fundraising teams as well as with our Communications department. The role also manages the Mass Participation stewardship roles which work across the team and the directorate to ensure that we are providing our supporters with an unrivalled supporter experience.



Key relationships

The post holder will work closely with the Head of Mass Participation Fundraising, and the other Senior Fundraising Managers. The role will also work closely with Corporate and Community Fundraising and with the Communications department, specifically Marketing, Creative and Digital.

Accountabilities (Duties & Responsibilities)

1. Support the Head of Mass Participation to develop an overarching strategy for fundraising events and campaigns at Marie Curie .
2. To provide line management, coaching and support to line reports and to deputise for the Head of Mass Participation Fundraising as required.
3. To be responsible for developing and delivering against cross-departmental KPI's and budgets relating to income, expenditure, ROI and recruitment; monitoring performance for supporter led fundraising activity.
4. To provide strategy and operational plans for supporter led fundraising products that look to increase income, engagement and participant numbers whilst maximising ROI.
5. Accountable for the evaluation of current supporter led products, including analysing the core proposition of the product, assessing the efficacy of specific marketing channels, and evaluating the overall performance of the product. Use strategic evaluation and insight to identify opportunities for continuous improvement and gaps where new products can be developed. Maintain a critical awareness of the product-innovation field within the third sector and utilise such learning's to influence the work of fundraising teams.
6. To build and maintain relationships across the organisation to deliver the varied portfolio of events and campaigns. Challenging where appropriate, in order to deliver demanding objectives and to lead effective change.
7. Work with the Community Fundraising Management Team to provide the long term strategy and direction on supporter led fundraising, specifically in regard to "in aid of" fundraising.
8. To work with the Corporate Fundraising Team to provide information for the development of new sponsorship, partnership and CRM opportunities and liaise with existing and potential sponsors as required.
9. To monitor and evaluate the long term performance of supporter led products to increase profitability, develop supporters and build audiences.
10. To increase participant engagement and fundraising per head through excellent supporter communications across all supporter led products and support the rest of the department
11. To set, manage and monitor income and expenditure budgets for supporter led products
12. To maintain accurate statistical information on all supporter led products and produce management reports to monitor and analyse performance, including overall ROI
13. To liaise with the Communications department in the planning and monitoring of innovative marketing and media campaigns to increase public awareness and fundraising for the supporter led products
14. To maintain an excellent understanding of the external Fundraising environment, in order to maximise commercial opportunities for development and diversification.
15. Other duties as may be requested by the Head of Mass Participation Fundraising

General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or supervise a volunteer as part of their role whilst working at Marie Curie.
- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in **any** Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Adhere to all Marie Curie policies and procedures at all times
- Actively promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering to Marie Curie policies on safeguarding
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.



Marie Curie Person Specification

Job title: Senior Fundraising Manager - Supporter Led Fundraising & Innovation

Criteria	Essential	Desirable	How assessed
Skills / Abilities	<p>Leadership and management skills; ability to work well with others as part of team, giving support and expertise as required, and managing up when appropriate. As well as ability to lead and manage a high-performing team</p> <p>Commercial Awareness</p> <p>Extensive and demonstrable strategic planning skills.</p> <p>Creative, innovative but strategic analysis skills – able to assess opportunities, understand commercial impact and make decisions to push the agenda forward.</p> <p>Excellent written and verbal communication skills</p> <p>Ability to make difficult decisions on strategic/operational solutions and drive acceptance of these through excellent communication and analysis skills</p> <p>Proven ability to build, manage and develop relationships at all levels, both internally and externally</p> <p>Excellent IT skills, including</p>	<p>Coaching Skills</p> <p>Proven ability to work successfully under pressure and on a range of activities simultaneously.</p> <p>Presentation skills</p>	CV/Interview

	a thorough understanding of word-processing, Excel, Powerpoint and e-mail		
Knowledge	<p>Excellent knowledge of fundraising methodology</p> <p>Strong awareness of, and ability to use, innovation and new product development techniques</p> <p>Law regarding Fundraising</p> <p>Marketing, communications and promotions methodology & principles</p> <p>Proven knowledge of supporter care principles</p>	Knowledge of in-memory fundriasing	CV/Interview
Qualifications, training and education	Degree level or equivalent	<p>A recognised Marketing Qualification.</p> <p>Institute of Fundraising Membership and/or qualifications</p>	CV/Interview
Experience	<p>Significant experience working at a senior level within fundraising working on strategy and product development</p> <p>Experience of setting and achieving challenging financial and recruitment targets and budgets.</p> <p>Significant experience of marketing major fundraising events and campaigns with significant income targets.</p> <p>Proven ability to analyse data and in inferring and communicating insight</p> <p>Proven experience working with external suppliers and consultants, commissioning research and analysis, managing relationships and attainment of goals against budget</p>	<p>Working with a large regionally based Community Fundraising Team</p> <p>Experience of working to agile project management methodologies.</p> <p>Working with celebrities on fundraising initiatives</p> <p>Working with corporate sponsors on fundraising initiatives</p> <p>Experience of creating and implementing marketing plans.</p>	CV/Interview

	Demonstrable line management experience.		
Other requirements	Willingness to work occasional unsocial hours.		Interview

Where appropriate, reasonable adjustments to these criteria will be considered to accommodate personal circumstances such as disabilities



Marie Curie Terms & Conditions

Job title	Senior Fundraising Manager – Supporter Led Fundraising & Innovation
Salary scale	£39,000 - £43,000 plus London Weighting pro rata
Annual leave entitlement	33 days (including 8 bank holidays)
Notice period	
Working hours	35 hours per week
Disclosure Check	None

Other benefits

- Continued access to NHS Pension Scheme (subject to eligibility)
- Marie Curie Group Personal Pension Scheme
- Season ticket loan
- Loan schemes for bikes; computers and satellite navigation systems