



Job Description

Job Title	Fundraising Manager
Reports to	Head of Fundraising and Development
Location	Croydon / initially remote working
Salary	£31,392 pro rata
Hours	28 hours per week (4 days)
Contract	6 months fixed term (with possibility of extension)
Direct reports	None
Closing date	Monday 30 th November at 9am
Interview date	Tuesday 8 th December

Purpose of the job

Young Roots' mission is to improve the wellbeing and life chances of young refugees and asylum seekers. Working mainly in London, through a mix of youth and sporting activities, and 1:1 casework support we are focused on improving the social isolation, communication skills, wellbeing and leadership skills of young people.

The Fundraising Manager will play a key role in the delivery of our new fundraising strategy by maximising income predominantly from individuals, community, events and corporate fundraising. You will lead on the growth of a donor acquisition and retention programme, helping us to attract new, committed supporters and will be responsible for the delivery of specific agreed fundraising targets. You will also be responsible for supporter stewardship and ensuring excellence in our donor care, in order to increase our number of loyal, committed givers who share our passion for making a difference to the lives of young refugees and asylum seekers.

Scope of the job

This is an exciting time to be joining Young Roots. We will be working to a new 3-year fundraising strategy from December 2020 with a focus on income diversification. We are also in the process of developing a new strategic plan and direction for the organisation. Young Roots has grown significantly over the last three years and our income has almost trebled. The majority of our income comes from Trusts, Foundations and other grants. The Fundraising Manager will focus on diversifying our funding, in particular through building links with our local communities in Croydon and Brent and beyond to improve community and events fundraising, growing our levels of individual giving and developing relationships with corporate partners.

Key responsibilities:

- Work strategically to deliver our new fundraising strategy by maximising income predominantly from individuals, community, events and corporate fundraising.
- Implement outstanding supporter care across events, community fundraising, individual donors and corporate giving
- Work closely with the Marketing and Communications Coordinator and wider team to develop compelling marketing materials and appeals, using inspiring storytelling, in order to drive income from individual supporters.
- Provide monthly reports on the progress of various income streams to the Head of Fundraising and Development, and CEO
- Oversee the Gift Aid process
- Adhere to the highest standards of fundraising practice as set out in the Fundraising Code and ensure that all activities comply fully with the relevant Data Protection obligations and any other legislation.

Individual Giving

- Motivate and inspire individuals to support Young Roots, offering outstanding donor care and effective stewardship to drive loyalty and increase engagement.
- Maximise the value of current donors, offering different opportunities to engage with the charity and encourage lapsed donors to resume giving.
- Recruit and develop committed givers, using a variety of channels, to build the database as a key way of securing unrestricted income.
- Use data segmentation to develop and adapt supporter journeys in order to maximise retention and optimise lifetime value.
- Identify and implement an effective CRM system to record, extract, segment and analyse data.

Community & Events

- Develop innovative opportunities engage with the local community via networking, public speaking, presentation and demonstrate how this can be achieved remotely and digitally
- Generate and grow income from community supporters (including but not limited to, local businesses, groups and associations, schools, faith groups and volunteer groups), in order to meet community fundraising targets
- Work across the team to develop and deliver new fundraising products and virtual events

Corporate Giving

- Generate and grow income from corporate partnerships (including but not limited to, donations, gifts in kind, sponsorship employee fundraising, event attendance and payroll giving), in order to meet corporate fundraising income targets

General responsibilities:

- Work effectively with colleagues and external partners to achieve the aims and objectives of the charity, displaying the values of Young Roots at all times
- Attend and take part in training as agreed with your manager
- Attend regular one-to-one meetings, project planning, team and external meetings as agreed with your line manager
- Read, understand and agree to Young Roots child protection/safeguarding policy
- Read, understand and implement the Young Roots Equal Opportunities and Youth Participation statement.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Person specification

Experience	Demonstrable knowledge and experience in a supporter-focused Individual Giving or fundraising role with a track record of meeting and exceeding fundraising targets	Essential
	Experience of recruiting new donors through a variety of channels	Essential
	A passion for and thorough understanding of stewardship and relationship management to a range of donors from individuals and community groups to corporates	Essential
	Demonstrable experience of creating engaging and compelling written content for varied audiences and purposes, including donor stewardship, event marketing, appeals and social media	Essential
	Experience of using a fundraising CRM database to manage supporter data, drive donor journeys and analyse fundraising performance	Essential
	Demonstrable experience of producing written financial reports	Essential
	Strong project management experience with a proven ability to manage and deliver fundraising and stewardship events	Essential
	Experience of identifying, qualifying and securing new corporate business income	Essential
	Experience of supporting volunteers to assist income generation	Desirable
	Experience of working in the charity sector	Desirable
	Knowledge	Strong understanding of and empathy for the challenges experienced by young refugees and asylum seekers
Knowledge of child protection issues and safeguarding processes		Essential
Skills	Exceptional communication and presentation skills, confident in networking and the ability to flex your approach dependant on the audience	Essential
	Ability to build relationships quickly and be able to connect with and engage, motivate and influence a wide range of people	Essential
	Excellent planning and organisation skills and the ability to work to deadlines under own initiative	Essential
	Well-developed IT skills, Microsoft Office IT skills, including Microsoft Office and social media	Essential
Personal qualities	A pro-active approach, self-motivated and enthusiastic with initiative and commitment to achieving results	Essential
	Excellent interpersonal skills	Essential
	Excellent influencing and persuading skills	Essential
	Commitment to fulfilling the organisation's strategic objectives	Essential
	Commitment and understanding to actively promoting the principles of equal opportunities	Essential
	Commitment to the principles of youth participation	Essential