

JOB DESCRIPTION

FUNDRAISING MANAGER, WEST SUSSEX

Purpose of the Post

As a senior member of the Fundraising team, to lead 4Sight Vision Support's supporter Fundraising strategy in West Sussex with a focus on maximising income and lifetime value.

Develop and Implement multi-year strategies to significantly increase income and support in these areas including new and current prospective individual donors, major donors, community partnerships, one-off gifts and sponsorship. Deliver excellent donor stewardship and lead a small team of staff and volunteers. This is a fixed term role to manage our relationship fundraising across West Sussex.

Key Responsibilities:

- 1) Develop and implement strategic, multi-year plans and budgets for supporters' relationships (individuals) fundraising to significantly increase income and other support in line with the overall fundraising strategy.
- 2) Maximise the value, diversity and longevity of the supporter relationship portfolio through excellent stewardship and relationship management, including developing donor plans, re-engaging with current and lapsed supporters, monitoring progress and identifying and optimising growth opportunities.
- 3) Monitor progress against strategic plans and budgets producing regular fundraising and activity reports and other agreed KPIs, including compiling regular budget reforecasts.
- 4) Develop and implement plans to maximise income from existing and new supporters across all ranges of income streams including employee fundraising, sponsorship, donations, gifts in kind and legacies.
- 5) Develop and manage the major donor pipeline, including identification, research and qualification of potential major supporters, ensuring all potential connections are maximised.
- 6) Develop, plan and deliver the charity events programme, its products and partnerships to significantly increase donor income.
- 7) Plan and attend donor cultivation meetings and events to build strong links with prospective high-level donors and individual supporters.
- 8) Identify, contact and maintain relationships with key supporters with a focus on developing long term support.

- 9) Provide excellent line management for staff and volunteers engaged in these areas to maximise their results, retention and professional development.
- 10) Work with the Marketing and Communications team to identify and maximise PR opportunities.
- 11) Be an outstanding advocate for 4Sight Vision support, writing materials and devising presentations in line with the core values and brand identity of the charity, with the skills to communicate with conviction to a wide variety of potential supporters.
- 12) Be a lead specialist in major relationships and maintain strong knowledge of relevant legislation and best practice.
- 13) Develop processes and systems to ensure the effective management of all major relationships and fundraising activities, ensuring that all relevant information is accurately recorded and kept up to date.
- 14) Develop effective and professional relationships with colleagues at all levels.
- 15) Gain and maintain in-depth knowledge and understanding of the Charity's work, priorities and future plans.
- 16) Maintain full and accurate knowledge of 4Sight Vision Support and act as a spokesperson for the Charity when required, including at networking events and other external occasions as required and appropriate.
- 17) Develop and maintain specialist knowledge of trends and developments in the sector, through completing relevant training, reviewing relevant press and publications and keeping up to date with industry news.
- 18) Be an active and supportive member of the Fundraising team and wider 4Sight Vision Support team, contributing to the team's development and working collaboratively with colleagues and volunteers.

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.