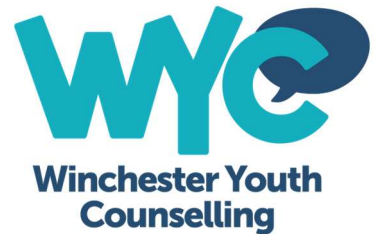


Job Description



Job Title:	Fundraising Manager
Reports to:	CEO
Type of Contract:	1 year fixed-term (with a view to extend based on performance)
Hours:	3 days per week (hybrid)
Salary:	£28,000-£32,000 Pro Rata (based on 37.5 hours per week FT)
Employer:	Winchester Youth Counselling (WYC)
Place of Work:	WYC offices at 68 St George's Street, Winchester, SO23 8AH
Date of JD:	25 th May 2022

Job Summary:

To secure core and project funding for Winchester Youth Counselling (Charity Commission number 1195260), taking primary responsibility for corporate fundraising and individual giving streams.

Job Statement:

- To develop a robust individual giving strategy and increase the funding received from public donations.
- Monitor and maintain donation streams including website, social media, and other platforms.
- Engage local business in funding or sponsorship opportunities.
- To help achieve income targets in line with the organisational business plan and management budgets.
- The job description and person specification may be reviewed on an ongoing basis in accordance with the changing needs of the organisation.

Roles & Responsibilities:

- Building relationships with businesses and individuals and act as the main point of contact for these. Communicating effectively with a range of people from a variety of backgrounds in a sensitive and positive manner. To write letters of thanks to businesses and individuals.
- To have knowledge of local businesses, and influential individuals and organisations, and know where to find new opportunities.
- Gathering project information from staff to help make the case for sponsorship and donations.
- To present and market WYC to funders and the public by speaking at events and attending meeting as appropriate. To organise meetings with Ambassadors' team and support them to run their events.
- Developing and implementing a strategic individual giving system to increase one-off and monthly donations and effectively managing the current caseload of existing donors and maintaining a database.
- Ensuring businesses and other partnerships align with WYCs charitable purposes and further the core aims of the charity unless otherwise agreed by the CEO and Board of Trustees.
- Support the CEO in updating the business plan, helping to set bold but realistic targets for growth and development.
- To organise meetings with Ambassadors' team and support them to run their events.
- To comply with the organisation's policies and use resources in an efficient and responsible manner. To use time effectively, maximising the return on investment for this role and ensuring the longevity of the charity to meet ongoing local needs.

- To use the appropriate systems including Breathe HR, Tacklit (Client Management System), OneDrive and other donations software as appropriate.

Key Working Relationships:

The post holder will be required to maintain constructive relationships with a broad range of internal and external stakeholders across Winchester. Key relationships will include:

- WYC Staff, Trustees and Volunteers
- Local businesses
- Winchester City Council
- Members of the public

Person Specification

Factors	Description	Essential	Desirable
Knowledge, Training, and Experience	Educated to undergraduate degree level in an appropriate field and/or having significant equivalent previous proven experience.	✓	
	A member of Chartered Institute of Fundraising		✓
	Proven success in developing and/or managing an individual giving strategy.	✓	
	Working knowledge of Microsoft Office including Outlook, Word & Excel.	✓	
	Excellent organisational skills.	✓	
	Understanding of Confidentiality and Data Protection Act.	✓	
	Knowledge of mental health issues, and/or a passion for improving young people's mental health and wellbeing.	✓	
	2 years' corporate fundraising experience		✓
Communication Skills	Clear communicator with excellent writing, presentation and telephone skills; capable of delivering a compelling case for funding both written and in person.	✓	
	Ability to work under pressure to tight deadlines.	✓	
	Able to communicate ongoing funding successes, failures, and recommendations to the CEO.	✓	
Autonomy	Ability to work without supervision. Able to work on own initiative, organising and prioritising own workload to changing and often tight deadlines.	✓	
	Ability to work from home when required		✓
Equality and Diversity	Understanding of, and commitment to equality of opportunity and good working relationships.	✓	
Other	An ability to maintain positive relationships to donors.	✓	

	Professional, amiable, and friendly demeanour.	✓	
	Commitment to continuing professional development.	✓	
	Positive and flexible approach to work	✓	