**JOB DESCRIPTION**

Fundraising Manager

**Context**

Established in 1980 Spark! acts as a vital and efficient driver for employment, forming strong, supportive and valued relationships that have a positive impact on all our partners; students, educators, businesses, statutory bodies and funders alike.

We work with our partners to open up excellent opportunities that inspire and enlighten, helping to forge secure futures for young people by giving them real focus and direction. Engaging them in the workplace significantly increases their chances of permanent roles.

Spark! was recently recognised as one of the top education business partnerships (EBPs) in the country, rated “Excellent” under the Award for Education Business Excellence accreditation scheme. The Institute for Education Business Excellence’s Chief Executive said: “[Spark! is] leading the way in education and business partnership.”

This role may appeal to an energetic, results-oriented fundraiser with a few years of existing experience. It will ideally suit a self-motivated individual that enjoys being part of a small but effective and dynamic team with the support of a wider organisation and an active board of trustees.

**Job Details**

Job title: Fundraising Manager

Unit: Fundraising Manager, Based at GlaxoSmithKline’s Brentford HQ

Line manager: Director

# Job Purpose

The Fundraising Manager is responsible to ensure the fundraising programme delivers its targets on time within the set expenditure limits. They are responsible for planning, coordination, implementation, completion and maintaining the momentum and drive of fundraising; ensuring everyone is informed of progress as they need to know.

The Fundraising Manager will work in close liaison with the Fundraising Committee Chair, once established, and will report to the Director and Trustees.

# Main Responsibilities

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| --- | --- |
|  | Approx. % of time |
| 1. Implement Spark’s Fundraising Strategy through the development and management of the major donor cultivation programme, and ensure timely “asks” are made. Major donor focus is corporates, individuals and trusts/ foundations.
2. Ensure relationship management databases are maintained and updated.
3. Recruit fundraising volunteers, and potentially in due course staff.
4. Oversee publishing of all fundraising literature; case for support, leaflets, invites, pledge cards, newsletters, media reports, etc.
5. Establish public relations events.
6. Ensure pledges are followed up.
7. Produce regular internal and external reports as required.
8. Work in close liaison with any external fundraising consultants.
9. Maintain communications with Chair, Committee and others within Spark!
10. Establish and work with a new Fundraising Committee and others to plan key strategic moves to cultivate major donors.
11. Manage, motivate and retain any reporting staff or volunteers.
12. Other activities as designated by the Director or Trustees.
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**Key Contacts/Relationships**

* Corporate partners
* Trusts and foundations
* Other major donors

**Knowledge**

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| --- | --- |
| *Essential* | *Desirable* |
| * Educated to degree level.
* Detailed understanding of charity fundraising.
 | * Member of Institute of Fundraising.
* Understanding of different sources of funding: corporate, individuals and trusts/foundations.
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**Skills and qualities**

|  |  |
| --- | --- |
| *Essential* | *Desirable* |
| * Computer literate with confidence of Microsoft computer programmes (Word, Excel, Powerpoint)
* Copy writing (for marketing literature)
* Excellent written and spoken communication skills, including presentation skills to give talks to groups of people
* Excellent interpersonal skills
* Strong organisational abilities and time management skills
* Inspiring, self-directed and motivated
* Flexibility to a thrive in a varied environment
* Proactive, positive and clear approach
* Self-starting, competitive, imaginative, influential, persuasive and self-confident
* Independence, mobility, activity, pace and authority
* Negotiating skills
* Strong financial abilities for managing budget and management accounts
* Enthusiasm and passion for education-business partnership working and an ability to convey this to supporters
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**Experience**

|  |  |
| --- | --- |
| *Essential* | *Desirable* |
| * Experienced charity fundraiser
* Budget control/ management
 | * Experience of major donor fundraising, including corporates, individuals and trusts/ foundations
* Line management
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**Salary and terms**

Flexible package – Salary based on experience, range £25-30k

Full time or part-time post – depending on the individual.

Post-holder would be expected to work flexible hours to meet the demands of service delivery, which can sometimes be outside usual office hours.

Initial 1 year fixed term contract. Probationary period 6 months.

Appointment subject to reference checks, enhanced CRB and passing GSKcompany security vetting.

**Benefits**

Aviva pension scheme after probationary period: 4% employer contribution rising to 6% under employee contribution matching scheme.

Life Assurance and Group Income Protection.

Bicycle and child care benefits schemes.

**Application**

CV and cover letter to andrew.dakers@sparklondon.org (Director, Spark!) by 6pm on Friday 26 October.

We would also encourage candidates to complete our Equal Opportunities monitoring form

**Further information**

*Spark! website*

<http://www.sparklondon.org>

*Schools Services Guide 2012/13*

<http://www.sparklondon.org/wp-content/uploads/2012/07/Spark-Schools-Services-Guide-2012-13.pdf>