

JOB DESCRIPTION

Job Title:	Senior Income generation Manager
Accountable To:	CEO
Accountable For:	Community and Event Fundraising Officer
Working With:	Legators Trusts Pharmaceutical partners Fundraisers
Location:	Hammersmith, London
Hours:	Full time (35 hours)
Salary Range:	£37,000 – £40,000

Background

NASS is the leading registered charity dedicated to the needs of people with axial spondyloarthritis (axial SpA) including ankylosing spondylitis (AS) an inflammatory arthritis affecting the spine and other joints. Our role is to provide information, support and resources for people with AS and their families; to campaign on their behalf for better health services; and to support research into the condition. NASS is a small team of twelve full time members of staff and around 90 volunteer-led branches throughout the UK that provide regular supervised physiotherapy and hydrotherapy sessions.

Purpose of role

To develop and deliver a stronger and more diversified income base, with clear and compelling fundraising propositions, insight-driven product development, impact-driven reporting, donor cultivation, legacy development, trusts development, development of sponsorship opportunities, and more interactive community fundraising. The post will involve some UK travel and networking.

Key tasks

1. To lead the fundraising function and have oversight of all of its outputs.
2. Working with the CEO, lead the implementation of the fundraising strategy and develop further as appropriate.
3. To deliver financial growth and sustainability, generating income through both existing and new partnerships and channels, particularly in legacy development, trusts and sponsorship.
4. To develop a programme of donor cultivation events across various income streams, with a particular focus on legacies, Trusts and Community and Event fundraising.
5. To ensure that arrangements are in place to deliver excellent supporter stewardship.

6. To strengthen merchandising via our online shop.
7. To lead the development of fundraising business planning.
8. To line manage the Community and Event Fundraising Officer and support her/him to manage community events and reactive fundraising.
9. To research prospective donors, including trusts and individuals, and plan and orchestrate approaches.
10. To manage the fundraising income and expenditure budget.
11. To build and manage relationships with a range of external stakeholders.
12. To ensure that the highest professional and ethical standards are adopted to meet relevant legal, professional, regulatory and compliance requirements.
13. To undertake training identified as necessary.
14. To undertake such other tasks as may reasonably be required.

PERSON SPECIFICATION

Job title Senior Income Generation Manager

	Essential/Desirable Criteria
Education and training	
• Degree or equivalent experience	Essential
• Willingness to undertake training and continuing professional development	Essential
Experience	
• A track record of submitting successful proposals and generating significant donor income	Essential
• Experience of line management	Desirable
• Exceptional written and verbal communication skills	Essential
• Experience in planning and executing a fundraising strategy	Desirable
• Experience of digital media and engaging with stakeholders through social media	Essential
• Experience of using industry standard IT systems and social media platforms	Essential
Personal attributes	
• Ability to build relationships and influence a range of stakeholders	Essential
• Financially astute, with the ability to construct and manage annual income and expenditure budgets and meet targets	Essential
• Strong commercial acumen	Essential
• Innovative approach to developing fundraising initiatives	Essential
Other requirements	
• Willingness to travel across the UK as required	Essential

TERMS OF EMPLOYMENT

Contract	Permanent
Probation	This appointment is subject to a 6 month probation period.
References	This appointment is subject to receipt of 2 satisfactory references, both from previous employers.
Criminal Records Bureau	Due to the nature of the duties that you will be expected to undertake, you will not be required to undertake a CRB check at this time. However, you will be asked to complete a criminal record disclosure.
Health and Safety	NASS is committed to providing a safe and healthy working environment.
Equal Opportunities	NASS is committed to equal opportunities. All procedures and activities comply with legislation and best practice as determined by our Equal Opportunities Policy and Diversity and Equality Policy.
Annual Leave	25 days leave per year, plus 3 additional non-transferrable days in between Christmas and New Year, plus Bank Holidays
Training and Development	You will be encouraged to attend both in-house and external training and development activities to support you in your role. Financial support for external training may be available as appropriate.
Induction	NASS is committed to staff induction. This is an ongoing process from date of commencement in post.
Pension	NASS operates a Group Personal Pension Scheme and makes an employer contribution of 10% of gross income.
Other	Travel expenses for journeys other than to the NASS office will be fully reimbursed.