

## JOB DESCRIPTION

<b>Job Title:</b>	Fundraising Manager
<b>Accountable To:</b>	Chief Executive Officer
<b>Accountable For:</b>	Fundraising and Membership Officer Digital Fundraising Specialist
<b>Working With:</b>	Individual givers Legators Trusts Fundraisers NASS Fundraising Board
<b>Location:</b>	Flexible, including home working (Office in Hammersmith, London)
<b>Hours:</b>	Full time (35 hours)
<b>Salary Range:</b>	£40,00- £45,000

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### Background

Axial SpA is an inflammatory condition of the spine and joints. Inflammation where muscles attach to the bones, causes extreme pain. If left untreated, it can permanently fuse bones together. We are the National Axial Spondyloarthritis Society (NASS) and we seek to transform the diagnosis and care of people living with axial SpA. It's an invisible and misdiagnosed condition. Often leaving people feeling powerless, in increasing pain and extreme exhaustion. So we campaign policy makers for early diagnosis and better services. We work with the NHS to get axial SpA identified and diagnosed quickly. We're determined that everyone receives effective care. We make sure people with axial SpA get the latest information and the support they need to tackle living with the condition. We build an active community, online and through our local branches across the UK. We are with them all the way. Join us. Help us raise our voices and raise funds. Axial SpA may work silently. But we don't.

### Purpose of role

Manage the implementation of the fundraising strategy including all income streams except for pharmaceutical fundraising which is led by the CEO. Strengthen existing fundraising income streams and develop new ones, creating impactful fundraising based on a strong case for support. Embed

our new AI / machine learning software to develop individual giving. Develop legacy donor cultivation, new relationships with charitable trusts, more interactive community and challenge event fundraising embed a new monthly lottery programme to grow trading income

The post will involve some UK travel and networking.

### **Key responsibilities**

- Work with the CEO to lead the implementation of the fundraising strategy and have oversight of the entire fundraising process.
- Grow our individual giving programme by introducing multi-channel donor acquisition campaigns for both one-off and regular donors and using the Dataro machine learning system to leverage donor data to inform fundraising campaign development.
- Work with the Digital Fundraising Specialist and Fundraising and Membership Officer to plan, develop and implement a fundraising marketing plan, including digital-first appeals, donor acquisition campaigns and seasonal fundraising campaigns, promote challenge events, raffles and lotteries an annual legacy pledge acquisition campaign.
- Pilot work on corporate giving.
- Continue to develop supporter stewardship systems and processes to help grow income from community and events fundraising
- Work with colleagues across the organisation to develop project proposals and a compelling case for support for applications to charitable trusts and foundations.
- Research prospective donors, including trusts and individuals, and plan and orchestrate approaches.
- Develop a legacy cultivation programme.
- Embed a new monthly lottery platform to grow trading income.
- Line manage staff.
- Work with CEO to create the annual business plan and budget and develop quarterly performance reports for the board of trustees.
- Co-ordinate the work of the Fundraising Board – a group of volunteers who are starting to create activities for NASS, including the NASS 5-a-side corporate football tournament
- Ensure that the highest professional and ethical standards are adopted to meet relevant legal, professional, regulatory and compliance requirements.
- Undertake such other tasks as may reasonably be required.

## PERSON SPECIFICATION

**Job title** Fundraising Manager

	<b>Essential/ Desirable Criteria</b>
<b>Experience</b>	
A minimum of 5 years' experience in professional fundraising roles	Essential
Experience of achieving significant income growth	Essential
Experience of developing and delivering successful in-house donor acquisition campaigns	Essential
A track record of delivering excellent supporter care and developing supporter journeys	Essential
Experience and knowledge of a minimum of two further areas of fundraising (Community, Events, Trust, Major Donor, Corporate and Legacy)	Essential
Experience of setting budgets and objectives for a broad range of income channels	Essential
Responsibility for an income budget in excess of £500,000	Desirable
Experience of using Salesforce or a similar database and audience segmentation and using data analytics	Desirable
Experience of line management	Desirable
Solid knowledge of the regulatory environment for fundraising from individuals, including data protection, Gift Aid and fundraising codes of practice and regulation	Essential
Solid knowledge and experience of fundraising marketing, including digital marketing, with proven ability to develop fundraising marketing activities and work with a team to implement these plans.	Essential
<b>Skills and attributes</b>	
Ability to build relationships and influence a range of stakeholders	Essential
Exceptional written and verbal communication skills, including excellent copywriting skills	Essential
Innovative approach to developing fundraising initiatives	Essential
Ability to work with significant autonomy and juggle a wide workload	Essential
Agile and responsive to a changing fundraising environment	Essential
A strong team player with the ability to work collaboratively	Essential
<b>Education and training</b>	
Diploma in Fundraising Management (IoF) or equivalent	Desirable
Willingness to undertake training & professional development	Essential

## TERMS OF EMPLOYMENT

<b>Contract</b>	<b>Permanent</b>
<b>Probation</b>	This appointment is subject to a 6 month probation period.
<b>References</b>	This appointment is subject to receipt of 2 satisfactory references, both from previous employers.
<b>Criminal Records Bureau</b>	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.
<b>Health and Safety</b>	NASS is committed to providing a safe and healthy working environment.
<b>Equal Opportunities</b>	NASS is committed to equal opportunities. All procedures and activities comply with legislation and best practice as set out in our Equal Opportunities Policy and Diversity and Equality Policy.
<b>Annual Leave</b>	25 days leave per year, plus 3 additional non-transferrable days in between Christmas and New Year, plus Bank Holidays
<b>Training and Development</b>	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.
<b>Induction</b>	NASS is committed to staff induction. This is an ongoing process from date of commencement in post.
<b>Pension</b>	NASS operates a Group Personal Pension Scheme and makes an employer contribution of 10% of gross income.
<b>Death in service scheme</b>	The scheme will pay out a sum equal to 3 times annual salary in the event of your death, as long as you are working for NASS at the time you die

<b>Employee Assistance programme</b>	Confidential support is available for staff who may need it
<b>Sight tests and spectacles</b>	NASS pays for sight tests for eligible staff and makes a contribution towards spectacles costs where required
<b>Other</b>	Travel expenses for journeys other than to the NASS office will be fully reimbursed.