



Job Description – Fundraising Manager

The Role

The Psoriasis Association is the leading patient support and research charity for people whose lives are affected by psoriasis. The charity is seeking to expand the current staff team with this exciting new role.

The Fundraising Manager will lead, manage and grow the fundraising of the Psoriasis Association. The role will build on good foundations to broaden the portfolio of fundraising activities and deliver a diverse funding base.

They must be an adept and skilled fundraiser with expertise in Individual Giving and with knowledge of associated disciplines (e.g. legacies, in memoriam). They must also be a relationship builder, focused on developing relationships with both supporters and internal stakeholders alike to ensure the value of fundraising is recognised. The Fundraising Manager will need to work with senior leadership to build plans and introduce performance measures that ensure fundraising is optimised and delivering the expected returns.

The Fundraising Manager is expected to work alongside colleagues in administration, communications and finance roles.

The Psoriasis Association is governed by a Board of Trustees who delegate the day-to-day management of the organisation to a small group of staff under the leadership of the Chief Executive. As an important member of the team the Fundraising Manager is expected to contribute to the Psoriasis Association's wider programme when the need arises.

Main Responsibilities:

1. Effectively lead, inspire, develop and manage the income generation and fundraising of the Psoriasis Association.
2. Support the development and implementation of the Psoriasis Association's Income Generation Strategy.
3. Optimise voluntary income generation by identifying opportunities for growth in existing activities and developing new funding sources.
4. Work with the Finance Officer and Finance Committee to produce financial forecasts, set budgets and create annual operational plans for fundraising activities. Manage budgets and ensure that all income generation activities are delivered within budget.
5. Ensure positive relationships are built and grown with members, donors and supporters.
6. Grow and develop the Psoriasis Association's legacy income stream.
7. Grow and develop individual donations and regular giving, leading on new appeals programmes.



8. Manage the organisation's donor database and ensure accurate and up-to-date records of fundraising activities.
9. Write compelling funding proposals, grant applications, and fundraising appeals to secure funding from a variety of sources, including trusts and foundations, corporate supporters and individual donors.
10. Work closely with other staff members to develop and implement effective marketing and communications strategies to promote Psoriasis Association fundraising activities.
11. Provide regular reports on income generation activities.
12. Represent the Psoriasis Association at external events, to support fundraisers, promote the charity's work and build relationships with potential donors and partners.

Income Generation - Engagement, Monitoring and Evaluation

1. Ensure that colleagues are kept up to date with relevant fundraising information. Work alongside colleagues to support individual fundraisers.
2. Set clear, ambitious, measurable targets for income generating activity, making effective use of benchmarking and industry standards.
3. Research new income streams and prepare and submit business cases to the Finance Committee and / or Board of Trustees.
4. Work with the Psoriasis Association's Finance Officer on income generation activities, ensuring they are updated and informed on legacy progression and other individual giving donations and activities, and that all paperwork is regularly updated and maintained.
5. Form the principle channel of communication and advice between the charity, people leaving gifts in memoriam, legacies and solicitors.
6. Assist with the reporting of income generation activities to Finance Committee meetings, Trustee meetings, and annual reports.
7. Work with the communications department and develop fundraising communications (website, social media, and member's magazine) and ensure fundraising events and activities are publicised appropriately and to maximise engagement.

General Responsibilities

1. Maintain membership of appropriate professional bodies such as the Institute of Fundraising and keep up to date with current trends and changes in charity law and fundraising practice.
2. Work with colleagues to respond to general fundraising enquiries.
3. Co-ordinate fundraising materials and resources for fundraising events.
4. Ensure that all income generation activities comply with legal and ethical standards, including data protection and fundraising regulations. Ensure that all fundraising activities comply with the Institute of Fundraising Codes of Practice and the requirements of the Fundraising Regulator.



5. Represent the Psoriasis Association and build relationships at meetings and conferences as appropriate.
6. To carry out other duties as requested by the Senior Management Team.

This role profile is not exhaustive and is subject to review in conjunction with the post holder.

How to apply: Applications should be made using the Psoriasis Association application form. Please note that CVs will not be accepted.
The deadline for receiving applications is 13th November 2024.

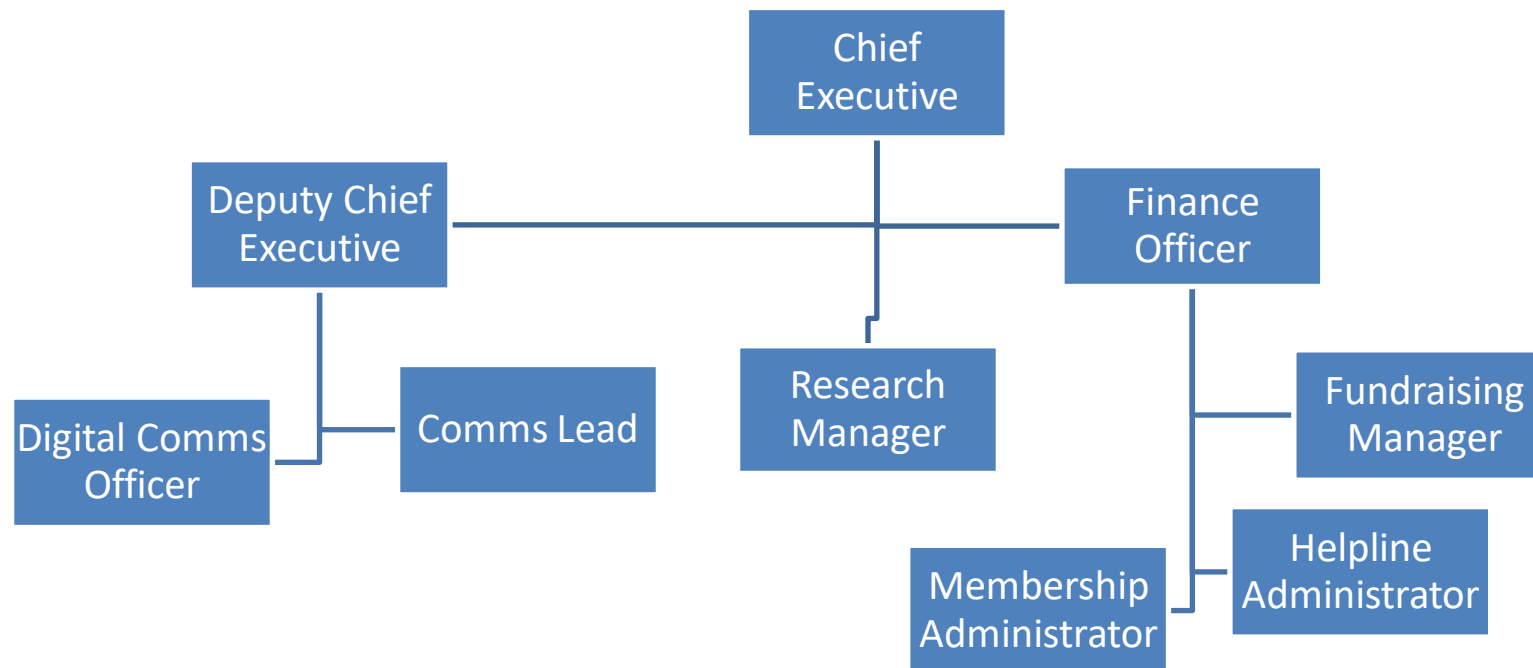
Please note, this role may close earlier if we receive a high number of suitable applications, so please apply early.

Please send completed application forms to Helen McAteer, Chief Executive at jobs@psoriasis-association.org.uk

Interviews: Interviews are expected to take place on 4th December 2024 in person at our head office – Dick Coles House, 2 Queensbridge, Northampton, NN4 7BF.

If you are invited to interview you will be expected to give a short presentation, the subject of which you will be notified in advance.

Organisation Chart





Terms, Conditions and Benefits

Fundraising Manager

Job Title: Fundraising Manager

Hours: Full-time, 37 hours per week (not including lunch breaks), Monday to Friday.

Salary: £32,076

Contract type: Permanent

Location: Dick Coles House, 2 Queensbridge, Northampton, NN4 7BF with hybrid and flexible working offered.

If you have a preferred pattern of work, do discuss it with us. There will be expectations for this role to attend the office three days per week (the remaining two days can be worked from home). We encourage team members to meet face-to-face with all colleagues at least once a week to ensure good team relationships. Thursday is currently a protected office day when all staff are expected to be present in the office.

Annual Leave: Annual leave entitlement for full time staff is 34 working days per calendar year (including all bank holidays) rising to 39 days after five years' service.

The charity operates an office shutdown at the following periods: between Christmas and New Year, Easter Tuesday, Spring Bank Tuesday and August Bank Tuesday (6 days) which are included within the above-mentioned annual leave allowance.

We operate a time off in lieu (TOIL) arrangement whereby staff who have worked additional hours for a specific reason have an opportunity to take compensatory time off in the interests of their health and well-being.

Development: There is a healthy budget for training and development and staff are encouraged to make use of opportunities to stay at the forefront of their field, to learn new skills and knowledge, and to gain new experiences.



Pension: The Psoriasis Association operates an auto enrolment pension scheme into which it will pay a contribution of 5% of salary following confirmation in post after a three-month probationary period. Your minimum contribution to the scheme is 5% of salary.

Additional benefits: We can also offer you:

- A day's holiday on your birthday (or nearest working day)
- A health insurance scheme (following completion of the three-month trial period).
- Reserved free parking available on site.
- An enhanced maternity and paternity leave policy after 12 months continuous service.
- Flexible and family friendly working patterns

Reporting to: Finance Officer

Probationary period: The post will be offered subject to satisfactory references and be subject to a three-month trial period.

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Person Specification – Fundraising Manager

It is not expected that applicants would necessarily have all of the experience and skills as detailed below but this checklist will be used to help assess suitability for the post.

	Essential	Desirable
Qualifications and Membership		
Educated to degree standard or equivalent OR significant experience in a related field with demonstrable high levels of numeracy and literacy	✓	
Certificate in Fundraising Management		✓
Membership of Institute of Fundraising		✓
Skills, Experience and Knowledge		
Two years or more experience of professional fundraising at a senior level	✓	
A proven record of success in the generation of income from a variety of sources	✓	
Knowledge of legal requirements relating to fundraising		✓
Knowledge of all major fundraising techniques	✓	
Competent / advanced user of Microsoft Office (Word, Excel, Powerpoint, Outlook) and online meeting programmes such as Teams / Zoom	✓	
Experience of analysing data and producing quality reports based on findings	✓	
Evidence of good organisational and project management skills, with good time-management and the ability to manage multiple projects and deadlines, whilst maintaining attention to detail, and high quality standards	✓	
Experience of setting and monitoring income and expenditure budgets	✓	
Experience of strategic thinking, analysis and business planning	✓	
Experience of marketing and communication		✓
Ability and experience in dealing with a wide range of people and organisations.		✓
Ability to identify, present, prioritise and implement key strategic objectives		✓
Evidence of competency in using databases.		✓
Experience of working in a small team and / or in the voluntary sector / managing volunteers.		✓



Understanding		
An understanding of sensitivity and respect for confidentiality.	✓	
Ability to show empathy and understanding of the difficulties of living with a health related condition.	✓	
Ability to show professionalism, empathy and understanding when communicating with relatives regarding legacies and in memoriam giving	✓	

Abilities and competencies		
Ability to deal with a variety of contacts in person, online and over the telephone with professionalism and diplomacy.	✓	
Demonstrate a commitment to equality and diversity in all aspects of work	✓	
Ability to assimilate and summarise complex information (including financial) to different target audiences.	✓	
Ability to remain calm under pressure.	✓	
Ability to work with attention to detail.	✓	
Ability to logically plan and organise projects	✓	
Personal Qualities		
Well organised and professional approach. High level of accuracy and attention to detail.	✓	
Confidence and ability to deal with people at all levels.	✓	
Excellent communications skills – written and oral.	✓	
A willingness to undertake training and adapt to changing situations.	✓	
High levels of enthusiasm and motivation when working alone and as part of a team.	✓	
Ability to inspire and motivate others.		✓
Willingness to undertake a wide range of activities at different levels		✓
Access to a car for occasional work purposes; a full driving licence.		✓

It is essential that you have the right to work in the UK at the time of application.