

Job title	Fundraising Manager
Responsible to	Chief Executive
Responsible for	Communications Lead
Salary 37.5 hours per week	£38,215

Role Summary

As a member of Wintercomfort's Senior Management Team (SMT) the Fundraising Manager will manage and lead Wintercomfort's corporate, individual and community fundraising. Our SMT consists of the Chief Executive, the Finance Manager and the Services Manager. The Fundraising Manager will maximise our fundraising income streams, with a strong emphasis on securing new corporate partnerships and maximising income from existing and new fundraising events. They will line manage the Communications Lead, overseeing all external communications and will represent the organisation at a wide range of events and media opportunities.

Key Responsibilities

As part of our team, create and deliver a three-year income generation strategy, to meet the organisational strategic and financial objectives.
Responsible for all aspects of the fundraising with corporates, individuals and high net givers, meeting all income and expenditure targets.
To create and present compelling fundraising proposals and pitches tailored to each audience to attract and secure funding.
To research potential corporate supporters and plan and deliver engaging approaches to them, focusing predominantly on Charity of the Year partnerships and corporate donations.
Maintain and develop knowledge of the Cambridge corporate sector ensuring all fundraising opportunities are maximised.
Develop fundraising events suitable for corporates and individuals.
Provide excellent stewardship to all supporters.
Implement all related administration, thanking and reporting for donations received, producing monthly activity and income reports, updating Donorfy database with key contacts and information.
Work collaboratively with colleagues across the organisation to maximise fundraising income.
Line manage the Communications Lead to achieve strategic objectives with fundraising campaigns including the Christmas Appeal.
Networking within the charity sector, keeping abreast of developments, changes in fundraising trends and best practice and keeping own knowledge up to date.
Deputise for the Chief Executive as required.

Note - this is not an exhaustive list and you may be required to perform other reasonable duties as assigned by the CEO.

Person Specification

Key Skills and Experience

This form lists the **essential** (experience and attributes without which the job could not be done) and **desirable** experience and attributes that enable the role holder to perform the role well. When recruiting to this role, applicants will be shortlisted on the extent to which they meet these requirements.

Criteria	Description	Essential or Desirable
Experience	<ul style="list-style-type: none"> Proven track record of developing and delivering income generation strategies that meet or exceed target. 	E
	<ul style="list-style-type: none"> Experience of financial forecasting using pipelines and budget management to achieve fundraising targets. 	E
	<ul style="list-style-type: none"> Experience of leading, developing and managing fundraising relationships with individuals. 	E
	<ul style="list-style-type: none"> Experience of securing and developing corporate partnerships. 	E
	<ul style="list-style-type: none"> Extensive experience of delivering presentations and fundraising pitches to diverse audiences. 	E
	<ul style="list-style-type: none"> Extensive experience in delivering high quality stewardship. 	E
	<ul style="list-style-type: none"> Experience of developing and delivering successful fundraising events. 	E
	<ul style="list-style-type: none"> Proven track record of line management. 	E
	<ul style="list-style-type: none"> Ability to create monthly fundraising reports and keep all fundraising pipelines and records accurate and up to date. 	E
	<ul style="list-style-type: none"> Experience of using a fundraising database. 	D
	<ul style="list-style-type: none"> Knowledge of legislation and standards such as GDPR and the fundraising code of practice. 	D
	<ul style="list-style-type: none"> Experience of the homeless sector. 	D

Skills	<ul style="list-style-type: none"> • Excellent pitching and negotiation skills, with demonstrated ability to influence and persuade to the highest level. 	E
	<ul style="list-style-type: none"> • Excellent relationship skills with the ability to build rapport quickly and to understand needs and expectations. 	E
	<ul style="list-style-type: none"> • Numeracy and spreadsheet skills, ability to prepare budgets and calculate return on investment on all fundraising events/activities in conjunction with the Finance Manager and Chief Executive. 	D
	<ul style="list-style-type: none"> • Good research skills to identify appropriate new potential funders. 	E
	<ul style="list-style-type: none"> • Excellent communication skills both face to face and written. 	E
	<ul style="list-style-type: none"> • Excellent self-confidence, with the ability to cold call local corporates asking for their support. 	E
	<ul style="list-style-type: none"> • Excellent organisational, time management and prioritisation skills with the ability to take the initiative. 	E
	<ul style="list-style-type: none"> • Effective IT skills including Microsoft Word, Excel 	E
	<ul style="list-style-type: none"> • Ability and experience of using fundraising CRM systems 	D
	<ul style="list-style-type: none"> • A genuine interest in the homelessness sector 	E
Qualifications	<ul style="list-style-type: none"> • Educated to Degree level or equivalent. 	D
	<ul style="list-style-type: none"> • Institute of Fundraising qualifications. 	D
	<ul style="list-style-type: none"> • Full, clean, driving licence. 	E

Terms and Conditions

Location	Overstream House and working from home as agreed with CEO
Working pattern	Monday to Friday (with occasional evening and weekend working)
Hours of work	37.5 hours per week
Length of appointment	Permanent
Probation period	6 months
Annual leave	25 days plus Bank Holidays
Pension eligibility	Yes

Screening Check Requirements

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it. We will ask to see original paperwork confirming your right to work in the UK.

This role requires an enhanced Disclosure and Barring Service (DBS) check. Any offer of employment we make to you will be conditional upon the satisfactory completion of this check; whether an outcome is satisfactory will be determined by Wintercomfort for the homeless.

General Information

Wintercomfort works with people who are homeless, at risk of homelessness or with a history of homelessness. We provide services to aid every stage of recovery - from immediate basic welfare needs to long term help in identifying and dealing with the problems which are undermining their stability, and enabling them to engage with education, employment and specialist health services. National statistics rank the numbers of rough sleepers in Cambridge within the highest 20 UK local authorities and the gap between rich and poor is widening with up to 30% of the population living in poverty in the most deprived areas. Budget cuts to services and a shortage of affordable rented housing has seen increasing numbers of people turning to our services; in 2022/23 we helped 615 people.

For further information about us please visit www.wintercomfort.org.uk

Social Enterprises: Overstream Clean: www.overstreamclean.co.uk

What can Wintercomfort offer?

One of our core values at Wintercomfort is to recognise and reward our staff as our greatest asset. We realise that it's our people who have helped us to become a well-respected charity that helps to make a positive change to homeless people's lives. We want to continue to deliver excellent, relevant services for the homeless in Cambridge by attracting and retaining talented and motivated people. If you choose to come and work with us, you will find that we offer:

- **Benefits** – You will be eligible for benefits and services, including pension scheme, death in service benefit and tax-efficient bicycle lease and childcare vouchers.
- **A supported work environment** - You will receive a comprehensive induction and you will have a probation period to provide a supportive framework for reviewing your progress and discussing your training and development needs. You will be expected to have developed the skills to fulfil all role requirements within this period. Appropriate performance expectations and objectives will be discussed, agreed and reviewed regularly with your line manager so that your performance can be measured against these.
- **Training**- We recognise the importance of having a motivated and effective staff team. We offer on-going training to support you in your role.

Equality of Opportunity at Wintercomfort

We are committed to a proactive approach to equality, which includes supporting and encouraging all underrepresented groups, promoting an inclusive culture and valuing diversity. We make selection decisions based on personal merit and an objective assessment against the criteria required for the post. We do not treat job applicants or members of staff less favourably than one another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

Job Description Review

From time to time, this job description will be reviewed in line with the requirements of the work and organisational development. The post holder will have full opportunity to discuss this and be active in any changes and developments.