Job Description & Person Specification

Fundraising Manager

BACKGROUND

Breast Cancer UK’s vision is a world without breast cancer. Our mission is to prevent breast cancer through scientific understanding, education, collaboration and policy change.

We are the only UK breast cancer charity focused entirely on the prevention of breast cancer by campaigning to reduce risk. Many thousands of women every year get breast cancer but at least 1 in 4 breast cancers is thought to be preventable.

- We fund scientific research that will help to understand and address the preventable risk factors for breast cancer
- We educate and raise awareness of the preventable risk factors for breast cancer and provide practical information to help people reduce their risk
- We campaign for policy changes that promote the prevention of breast cancer

Breast Cancer UK is known for its campaigns and research on the links between certain environmental chemicals and breast cancer. This is an exciting time to join Breast Cancer UK and contribute to our ongoing growth and impact as we enter an ambitious time in the Charity’s history. As well as tackling the environmental causes of breast cancer, we are developing our education programme to promote awareness and understanding of the preventable lifestyle risk factors too.

The Fundraising Manager will be an integral member of the fundraising team as we grow and reach our targets to support the work of BCUK at this exciting time. Taking the lead on the development and management of corporate partnerships while supporting and contributing to all fundraising functions, including developing our relationships and success with trusts, foundations.

We are looking for an experienced Fundraising Manager, with demonstrable experience in successfully managing corporate relationships. A proactive approach to researching, developing and implementing fundraising campaigns. An ability to work successfully across the income streams as whole and be a key member of the team. Experience in working with Trust & Foundations and managing legacies.

Key facts

<table>
<thead>
<tr>
<th>Hours:</th>
<th>22.5 hours per week (excluding lunch breaks).</th>
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<tbody>
<tr>
<td>Location:</td>
<td>Home based with travel to London and elsewhere as required by the role</td>
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<tr>
<td>Responsible to:</td>
<td>Head of Fundraising and Partnerships</td>
</tr>
<tr>
<td>Responsible for:</td>
<td>None</td>
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SALARY AND BENEFITS

- £25k - £35,999k pro rata (depending on experience) (plus London weighting if applicable)
- 25 days holiday per year (pro rata if part time) plus public holidays, plus three days when the office is closed over the Christmas period (when holiday time must be taken)
- Supportive and positive working environment
- Good opportunities for learning and development
- 4% contributory pension scheme

PURPOSE OF ROLE

The main purpose of the Fundraising Manager is to assist the fundraising team to achieve their income targets. Primarily this will be through leading on the research, development and management of corporate relationships. Alongside this work, the role will contribute to researching and writing credible bids for trusts and foundations and supporting all other areas of income generation, including assisting in generating and supporting legacy pledgers when required as part of this small, growing and successful team.

SCOPE OF ROLE

This role has four main areas of work. The percentages given below are approximate and the post holder’s work rhythm will vary from week to week and month to month:

a. Desk based research, strategy work, planning, approaching of corporates and writing grant applications. Reacting to inbound enquiries: 50%
b. Meeting with partners and growing relationships: 15%
c. Working as part of team across other income streams to achieve budgets: 25%
d. Administration and support: 10%

BREAKDOWN OF DUTIES

This is not necessarily a comprehensive list of tasks, it is intended to give a good feel for the content of the role.

a. Desk based research, strategy work, planning and approaching of corporates. Reacting to inbound enquiries: 50%
   i) Working to the overarching fundraising strategy create and agree a corporate partnership strategy in partnership with Head of Fundraising. Develop packages, approaches, research and undertake due diligence in line with BCUK’s ethical policy to grow partnerships for income and strategic growth. Proactively approach prospects with a view to developing pipelines and create relationships
   ii) React to inbound corporate enquires, developing enquiries to maximise impact. Ensuring they are taken through due diligence and relationships grown
iii) Supporting existing partners and further explore more opportunities for them with BCUK
iv) Writing grant applications

**b. Meeting with partners and growing relationships: 15%**

i) Effective use of time to build pipelines by strategically meeting in person existing, prospective and new corporate partners.

**c. Working as part of team across other income streams to achieve budgets: 25%**

i) Work with team to develop cases for support, research an ongoing pipeline of trust, foundation and other opportunities for applications for funding

ii) Either as lead or within the team write and produce effective bids

iii) Support Head of Fundraising and team to achieve other income budgets such as individual donors, campaigns, social media, in memory giving and legacies.

**d. Administration and support: 10%**

i) Work with the communications team to help accurately communicate Breast Cancer UK’s key messages and policy positions to fundraising partners and donors

ii) Work to develop the fundraising input into BCUK’s social media platforms, through mechanisms such developing posts and supplying authorised stories and imagery to the communications team for wider use

iii) Ensure all communications across fundraising are in line with BCUK branding and ethical policies and that compliant record keeping is ensured through use of BCUK’s CRM tool

iv) Build contacts with relevant people across the UK to maximise opportunities to develop income streams for BCUK

v) Represent Breast Cancer UK at relevant meetings, events and conferences.

**6. KEY RELATIONSHIPS**

The post holder will have contact with a wide range of people, especially outside the organisation and will be required to be friendly, professional, helpful and sensitive. Relationships include:

i) Staff

ii) Trustees

iii) Corporate partners

iv) Trusts and Foundations

v) Third sector partners

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vi) Supporters and donors

7. OTHER INFORMATION

• This job description helps the post holder to understand her/his main duties. It is not exhaustive, and the role’s duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility of the post.

• The appointment is subject to the satisfactory completion of a three month probationary period

• Breast Cancer UK is committed to providing equal opportunity to everyone, regardless of background.

• Breast Cancer UK has no head office and all staff are expected to be able to work from home. The post holder will be provided with a laptop, but must have suitable broadband, home-working facilities, and IT proficient.

• The post holder will be required to travel within the UK, for example to attend staff meetings in London or conferences in other parts of the country. This may occasionally require overnight stays. The post holder may also be required to undertake occasional evening and weekend work where, for example, we hold events or conferences.

8. PERSON SPECIFICATION

KNOWLEDGE & QUALIFICATIONS

• Have an honours degree and three years of experience in a fundraising role AND/OR a minimum of 5 years of experience in a fundraising role

• A proven ability to communicate effectively to broad cross-section of stakeholders in both verbal and written form

EXPERIENCE

• A minimum of 2 years of experience working solely or primarily with corporates OR 2 years of experience in fundraising campaigns

• Demonstrable experience of writing successful bids as team or lead

• Experience and understanding of other fundraising income streams

• Experience and understanding of working with legacy pledges desirable

ATTRIBUTES

• Strong team worker

• Sound judgement and the ability to make effective decisions

• Hard-working and reliable

• Well organised and self-motivated

• Able to work independently with limited supervision

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• Able to combine strategic overview with consistent attention to detail
• Able to work to tight timeframes
• Empathy with Breast Cancer UK’s aims, values and objectives
• Be able to work from home or on their own initiative where appropriate.

Please note - whilst this role involves working from home and includes some flexibility, all employees are expected to be available during agreed working hours for meetings and events both remote and at different locations – e.g. London.

BREAST CANCER UK’S COMPETENCY FRAMEWORK

Breast Cancer UK operate a competency framework to help define and develop the personal attributes, skill sets and behaviours required to perform effectively in all roles across the organisation. It comprises a set of 9 overlapping core competencies and behaviours as outlined below.

Each competency has four different levels that help to illustrate what effective performance involves at each level. It is likely that people will perform at different levels across all 9 areas. All roles are likely to involve a level of performance at each competency, but some competencies will be more relevant to certain roles than others. The competency framework applies to all staff, volunteers and trustees and can help to inform job descriptions, recruitment and requirements for support and supervision. We have identified a number of core competencies we believe to be most pertinent to this role below.

Competency requirements for this role are as follows:

<table>
<thead>
<tr>
<th>Behavioural Competency</th>
<th>Description</th>
<th>Level required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning and organising</td>
<td>The ability to plan and organise tasks and resources</td>
<td>Level 2 – 3</td>
</tr>
<tr>
<td>Communications</td>
<td>The ability to communicate ideas and information</td>
<td>Level 2 – 3</td>
</tr>
<tr>
<td>Self-Motivation and Professionalism</td>
<td>Self-motivated to achieve personal and team goals</td>
<td>Level 2 – 3</td>
</tr>
<tr>
<td>Teamwork and leadership</td>
<td>The ability to work co-operatively with staff, Trustees, volunteers and external stakeholders</td>
<td>Level 2 – 3</td>
</tr>
<tr>
<td>Organisational Awareness</td>
<td>Understands Breast Cancer UK’s core purpose and charitable objectives and priorities</td>
<td>Level 2 – 3</td>
</tr>
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APPLICATION PROCESS

Please send a completed application form to recruitment@breastcanceruk.org.uk by 5pm on 25th October 2019. We encourage early applications so please do not wait until the deadline to submit your application. (Interviews will be in two stages with the final round of face to face being held the week commencing 4th November 2019).

To discuss the role or if you have any questions regarding the application process please contact us email: recruitment@breastcanceruk.org.uk or via phone on 0845 6801322.

Privacy Notice: We understand the trust that people place in us when sharing their data. We will always do our utmost to respect that trust and protect their personal information. We will only process your personal information in accordance with the above purposes (i.e. to process your application, contact you should you be shortlisted). The information provided by you will be kept for the duration of the recruitment process and in the event you are unsuccessful for no longer than 1 year after the application deadline date. We will not pass any data to any third parties and your information will be kept securely in a digital format. Should you be offered the role, your information will be kept for the duration of your time with Breast Cancer UK and for up to 6 year after. You have the right to request a copy of the data held on you by us and can withdraw your consent at any time. A full copy of Breast Cancer UK’s Employee Data Protection and Privacy Policy can be requested by calling 0845 680 1322.

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