

# YoungDementia UK

## Job Description

**Job Title** Fundraising Manager

**Responsible to** Director, YoungDementia UK

### Context

YoungDementia UK (formerly The Clive Project, rebrand late summer 2010) and its sister charity, YoungDementia UK Homes require a Fundraising Manager to oversee a small fundraising team to support both charities.

YoungDementia UK is an award-winning Oxfordshire-based charitable company supporting younger people (under 65 years) with dementia and their partners and families. Our specialist services provide direct individual and family support. We are also working with others to develop a full range of services for people affected by young onset dementia.

YoungDementia UK Homes has recently been formed with the specific objective of building on the work of YoungDementia UK by setting up a specialist care home providing residential and respite care for younger people with dementia.

### Overall Purpose of the Job

1. To develop, implement and manage a multi-disciplinary fundraising strategy that raises £300, 000 needed for the ongoing revenue costs of YoungDementia UK and the circa £4 million capital costs associated with the development of the new YoungDementia UK Homes facility, together with future revenue costs. This will be done by targeting individual major donors, grant-making trusts and foundations, statutory sources and companies and will include the development of community fundraising streams.
2. To promote the work of both charities, enhancing existing and building new, long-term relationships from priority income sources.

### Duties and responsibilities

Develop a medium to long term (1 - 5 year) joint fundraising strategy for both charities covering initial capital and the ongoing revenue requirements.

Create and implement detailed plans to support the strategy, detailing actions required, resource needed and prioritised targets.

Work with the Boards and the Director and the joint fundraising committee.

Support the Director, Boards and Fundraising Committee chair and members in their roles.

Carry out the necessary research into trusts, foundations, statutory sources, high net worth individuals, and companies and community fundraising potential.

Create funding proposals for individuals, companies, trusts, foundations and statutory sources.

Ensure appropriate marketing material is available to support the fundraising strategy.

Co-ordinate media activity needed to support fundraising.

Ensure the delivery of a range of suitable events to support the fundraising strategy as appropriate.

Build positive, long term working relationships with both existing and potential funders, maintaining and promoting the highest standard of service at all times.

Ensure that the fundraising strategy is communicated internally and that all YoungDementia UK Homes and YoungDementia UK team members understand the strategy and their role within it.

Ensure that all volunteer fundraisers are adequately briefed on targets and have all the necessary resources to deliver funding.

Provide written progress reports as required by YoungDementia UK, YoungDementia UK Homes, Boards and funders.

Manage budgets and prepare ongoing income and fundraising expenditure forecasts within the financial frameworks of both charities.

Provide day to day management of the fundraising team, both paid and voluntary, motivating and managing all fundraisers in the delivery of their fundraising efforts.

Contribute to both charities overall strategies as required.

As part of the team the post holder will also be expected to be involved in any team task, within reason, to maintain team integration and ensure all team objectives are realised.

## **Main Contacts\Areas for Liaison**

### **Internal**

- YoungDementia UK Board
- YoungDementia UK Homes Board
- The Director
- Joint Fundraising Committee Chair and members
- Joint Fundraising Team
- YoungDementia UK staff
- Volunteers as appropriate

### **External**

- High net-worth/influential individuals
- Media
- Friends of YoungDementia UK
- Community organisations
- Members of the public

Senior level management of the following organisations

- Charitable trusts and foundations
- Statutory grant makers
- Companies
- Trade organisations/ Business Clubs

### **Limits of authority**

Responsible for managing the agreed fundraising budget, working within established budgetary control procedures.

Line management of fundraising staff and volunteers.

### **Summary of terms**

This is initially a fixed term post for a period of three years.

**Hours:** 35 hours per week. The post holder may be required to work occasionally outside normal office hours, therefore flexible working will be required.

**Location:** Home-based with the potential for travel around the county. Post holder must have access to a car and hold a current driving licence. The YoungDementia UK team utilises e-communication and a weboffice to work mainly from home offices across Oxfordshire.

**Salary:** £30,000 to £35,000 (negotiable)

**Expenses:** Mileage at 40 pence per mile from workplace. YoungDementia UK can fund the cost of a separate phone line for selected roles and a mobile phone, and may contribute to other elements of the home office if necessary.

**Annual Leave:** 28 working days including Christmas and Boxing Day. This is based on five weeks and three days per annum.

## **Person Specification**

### **Qualifications**

The fundraising manager should have a degree qualification or equivalent experience.

### **Experience**

- At least three years experience of successful high level fundraising from trust, statutory agencies, corporate and individual sources.
- Experience of strategic planning and the subsequent development of action plans.
- Experience of working on a significant capital appeal.
- Experience of managing large fundraising projects, involving the planning of a significant number of activities and managing/motivating project team members.
- Experience of working with the media.
- Experience of income/expenditure budgeting.

## **Competencies Required**

- Excellent inter-personal skills
- Ability to understand what motivates funders and to be able to develop a case for support.
- Ability to deliver (in writing and orally) persuasive communications.
- Project management skills.
- Ability to manage/motivate team members.
- Be a good team member.
- Well-developed negotiation skills.
- Ability to control significant income and expenditure budgets.
- Proficient in the use of MS Word, Excel and the internet and some experience of using database products.
- You are able to work effectively with charity trustees, volunteers, advisors, staff and professionals.

## **Knowledge**

We will expect you to demonstrate sound knowledge of the principles of fundraising/marketing.

We will expect you to demonstrate sound knowledge of the principles of public relations and promotion.

We will expect you to have an understanding of of institutional (grant/trust/business) donor and supporter motivations and longer term implications of funding packages and commitments.

Ideally, we would like you to have an understanding of NHS internal markets and social care commissioning in the private and voluntary sectors but this will be included in the induction programme.

## **Disposition/Circumstances**

You will be

- Entrepreneurial, innovative, creative, lateral thinker
- Resourceful with a 'can do now' approach
- Enthusiastic, resilient with a determination to succeed
- Able to convey personal credibility and authority
- A car driver with clean driving licence and a willingness to travel

You will have

- A positive attitude and a willingness to work flexibly when required
- A strong desire for this job
- The ability to work electronically from a home office including computer and broadband connection