

FUNDRAISING MANAGER (MATERNITY COVER)



Contract: Fixed term maternity cover contract (beginning December 2021)
Hours: Full time
Salary: £27,500 per annum
Location: Home working

INTRODUCTION

Tiny Tickers helps give babies with congenital heart disease a better start in life – by improving detection rates, training medical staff, raising awareness, providing information and support to families, and supporting academic research. We're a small national charity with big ambitions. We have a proud track record and are continually growing our impact.

We're recruiting a Fundraising Manager on a maternity cover basis, so that we maintain our income generating activity to do even more to help babies with congenital heart disease, their families, and the health professionals who look after them.

This is a fantastic opportunity for an enthusiastic, motivated and skilled individual to take on an exciting and flexible role in our small team - one that will make a real difference to babies with serious heart conditions.

ROLE AND RESPONSIBILITIES

The Fundraising Manager will report to the Head of Fundraising and Communications, and work closely with the whole of our small staff team. Key responsibilities include:

- Assisting with continuation of the fundraising and communications strategy for Tiny Tickers, ensuring diverse income streams, financial sustainability and a growth in brand awareness.
- Looking after a number of our fundraising streams – community, events, annual fundraising week in February, Heart Week and corporate fundraising – and regularly report against progress.
- Supporting ad hoc development of new income opportunities & platforms.
- Relationship building with individual fundraisers and volunteers, and developing fundraising opportunities for supporters.
- Involvement in maintaining our Salesforce database of fundraisers.
- Inputting on our Communications and Marketing by:
 - Looking after fundraising and marketing materials and resources;
 - Involvement in facilitating and creating content for social media, email newsletter and regular communication to supporters;

- o Promoting fundraising activities via our communication channels;
- o Supporting fundraiser case studies and story gathering opportunities, and ensuring that these stories are used effectively.
- Helping with our management accounts and budgeting processes by:
 - o Working to agreed income targets and key performance indicators;
 - o Helping monitor online donation platforms;
 - o Involvement in Gift Aid claiming and regular reviews of processes.
- Other activities include:
 - o Keeping abreast of all fundraising and marketing trends within the sector, including regular competitor analysis;
 - o Working alongside our small staff team and being involved in a range of activities across the charity.

PERSON SPECIFICATION

Our ideal candidate is someone with **bags of enthusiasm, a strong work ethic and a friendly and trustworthy attitude**. Someone who can slot into our small staff team and show a **commitment to our cause, and empathy with our beneficiaries**. These are the most important attributes.

We'd expect candidates to:

- Have experience of excellent fundraising performance in a charity – ideally across income streams including community and events.
- Have the ability to empathise and relate to families who have a baby with a serious heart condition.
- Have relevant qualifications and skills – which may have been gained in either an educational establishment or during your career.
- Have excellent verbal and written communications skills, with proven ability to build and steward relationships with a wide range of individuals.
- Have experience of producing charitable communications, both offline and digital.
- Be a creative thinker who can spot opportunities, analyse risks and make decisions.
- Be knowledgeable of law relating to fundraising and data protection.
- Be able to work from home, remotely connecting with our small team, managing priorities and self-motivating.
- Have excellent computer skills.

And the cherry on the top would be if you also have one or more of these:

- Experience of communications and/or marketing.
- Experience of writing fundraising applications.
- Examples of writing website content using a content management system.
- Experience of managing volunteers.

This job description is not exhaustive and other responsibilities may be agreed as appropriate.

THE RECRUITMENT PROCESS

We are committed to working towards ensuring Tiny Tickers is a diverse and inclusive organisation, and we welcome applications from everyone regardless of race, age, gender, ethnicity, sexual orientation, faith or disability.

We will be following these principles in our recruitment process:

- Candidates who are invited for interview will be sent interview questions in advance. We believe this gives you the best chance of showing your true self at interview.
- All reasonable adjustments will be made during the application and interview process for candidates as required.

We are planning to hold interviews from w/c October 4th, but this may be suspect to change. We will decide nearer the interview date whether to hold these via video conferencing or in person, depending on the latest guidance regarding the COVID pandemic.

HOW TO APPLY

If you'd like to join our team, please email your CV and a supporting statement to jobs@tinytickers.org. Your supporting statement should be no longer than two sides of A4, and should explain how you meet the criteria for the role and should include answers to the following three questions:

1. Why are you interested in this role?
2. Which criteria in the personal specification do you feel particularly well-matched with, and why?
3. Describe an achievement that you are particularly proud of. It can be from your experience of work, education or volunteering.

The deadline for applications is the end of Sunday, October 3rd. We'd love to hear from you. Thank you for your interest!