

Fundraising Manager - Marfan Trust

Guy Scadding Building, Dovehouse Street, London SW3 6LY

£25,000 - £33,000 per year plus bonus and benefits package - Permanent, Full-time

Scope of the Role

The Fundraising Manager will work closely with Fundraising Administrator, scientific staff, patients, donors and the rest of the small Marfan Trust team to develop the scope of the Marfan Trust and increase income generation and awareness.

The post holder is also expected to build strong relationships with all stakeholders. The Fundraising Manager will also be creative and have exceptional relationship management, sales, marketing and communications skills and be adept at copy writing, managing website content, databases, email systems and social media.

This position offers the opportunity to be an integral part of a new team, and to make a real impact on the charity's work.

Some travel will be involved in fundraising events and meetings. There will also be some evening work to attend trustee meetings and fundraising functions. The Chairman and trustees of the Trust are all affected with the condition, and medical training regarding Marfan syndrome and required terminology for communications will be provided.

Main Responsibilities

- Develop and implement a new overall income generating, fundraising and communications strategy for the Trust in collaboration with the team which will include events and transforming the Trust to a membership organisation
- Develop and implement programmes to build donor loyalty and increase donor retention levels, including strategies to convert one-time donors into regular givers, establishing a legacy programme and major giving programme
- Identify, approach and develop high-value relationships with (a) new donors (businesses, HNWI's, foundations, Trust's government bodies etc.) to increase donations and sponsorship and (b) media partners to further publicity
- Build on relationships with existing and new trust supporters, writing letters, appeals, other communications including reports and submitting further applications for funding
- Develop sponsor relationships
- Create, design, develop and manage all the Trust's communications and PR on an integrated basis in line with strategy across all platforms and media (email, newsletters, mass paper mailshots, social media platforms, grant proposals, corporate giving etc.) including its twice-yearly newsletter
- Plan, write, implement and monitor fundraising and awareness-raising initiatives across all platforms and media
- Update and manage the Trust's social media platforms
- Provide empathetic supporter care to donors, patients and all stakeholders on the phone, in writing and in person
- Manage the Trust's website, keeping it current and converting it and its content to a new membership-based website
- Develop, implement and manage events (live and virtual) to support fundraising and awareness building initiatives ranging from large donor/supporter events to small Christmas sales
- Manage and develop the Trust's supporter database
- Work in partnership with the Fundraising Administrator, advisors and the whole team and report regularly to the Board of Trustees, attending quarterly Trustee meetings

- Network in order to develop and cultivate new opportunities for fundraising and represent the charity at meetings, conferences and events throughout the UK, sometimes at weekends and in the evening
- Identify and submit applications for prizes and awards that will raise the profile of the Trust

The Candidate will:

- Have experience of developing and running individual and corporate fundraising programmes, including retention and recruitment of high value donors, sponsors and supporters
- Have excellent copywriting skills and experience in writing communications for all media and different audiences
- Be able to creatively problem solve and think outside the box
- Have strong social media and digital marketing skills as well as good PR connections
- Be an energetic self-starter with the ability to manage their own workload, prioritising work and hitting deadlines with minimal supervision, while also working as part of a small team
- Have experience of working with supporter database systems
- Have a working knowledge of the Fundraising Regulator and GDPR principles, and other relevant law and best practice guidance