



## **Community Fundraising Manager**

We are looking for an organised, enthusiastic and experienced Community Fundraising Manager to join our Fundraising Team at Spread a Smile. You will maximise income from all community fundraisers and deliver excellent relationship management to all of our supporters. Reporting to our Head of Fundraising, you will play an important part in helping us to reach our current annual fundraising target of £1.4m.

You will be joining Spread a Smile during an exciting period of growth and development as we fulfil our goal of providing our unique support to all seriously ill children and their families across the country, while delivering research that evidences the impact of our work. You will be joining during a time of significant uplift in community fundraising participation.

You will be brilliantly organised, having had experience in a similar role in at least one other charity and you will be used to using a fundraising database as the backbone of your work. You will be willing to go the extra mile to support our amazing existing fundraisers to help them reach their fundraising goals as well as proactively developing and supporting new relationships, interacting with a wide range of people.

### **Core mission of the role**

- You will manage our existing programme of challenge events, maximising income and providing excellent stewardship to participants. You will be responsible for securing places in new challenges, including an annual family fundraising event and other new challenge opportunities, increasing income year on year.
- You will be responsible for establishing and delivering a fundraising strategy for schools, colleges and other educational establishments, including attending assemblies and events to present about the charity's work. You will also be responsible for identification, cultivation and development of a pipeline of potential new partners from other social groups, organisations and associations, clubs and societies and religious groups.
- You will work closely with the Senior Fundraising and Events Officer to support corporate partnerships raising £5k and under annually and supporting partnerships with local businesses and organisations who support Spread a Smile.
- You will work closely with the Head of Marketing to ensure all partnerships you are responsible for are appropriately credited in Spread a Smile marketing (including but not limited to social media, PR, website and e-newsletter).
- You will be responsible for supporting the fundraising efforts of Spread a Smile families in a sensitive and professional manner.
- As the charity expands into areas outside of London, you will be responsible for devising our regional fundraising strategy and delivering it with the fundraising team.
- You will be responsible for managing relationships with existing and new regular donors and individual givers, maximising income and providing an excellent level of stewardship.
- You will devise a strategy for our regular mailings including at Christmas and the distribution of our annual report, impact report etc., working closely with the fundraising team to ensure efficient and effective distribution.
- You will be responsible for ensuring Spread a Smile delivers an incredibly high level of stewardship across the board, ensuring we have a clear thanking process in place for all donors.

- You will manage our Fundraising Support Executive.
- Providing support to and co-ordinating Spread a Smile volunteers.
- Supporting Facebook and Instagram fundraisers.
- You will support and attend fundraising events when required, some of which may fall outside of working hours.
- You will ensure the fundraising database (Donorfy) is continually utilised and kept up to date.
- You will contribute to the annual income and expenditure budget in relation to community fundraising and keep the fundraising forecast updated on a regular basis.

### **About the role**

- Salary of £35,000 - £38,000
- 25 days holiday plus bank holidays and additional days off over Christmas
- Flexible working options. This is a full time role with a minimum of three days in the office in London N5
- Core office hours are 9am - 5pm

### **Person specification**

- Minimum of 3 years fundraising experience gained in community or event fundraising
- Experience in the stewardship and cultivation of donors
- Knowledge and experience of using a CRM system
- Strong knowledge of Microsoft Word, Excel and PowerPoint
- Excellent verbal and written communications skills
- Excellent organisational and time-management skills
- Strong networking and relationship building skills
- Experience of working with volunteers

### **How to apply**

- Please send your CV and a supporting statement to Simone Herman, [simone@spreadasmile.org](mailto:simone@spreadasmile.org)
- Closing date for applications is Friday 8 December at midnight but we reserve the right to close applications earlier if we successfully fill the role.