**Job description and person specification template**

**Job title:** Fundraising Manager (High Value Donor, Corporate and unrestricted Trusts relationships) – Maternity Cover

**Location:** Bristol

**Duration:** 12 – 14 month contract (maternity cover)

**Working hours:**Full time, 35 hours a week.

**Salary:** £36,439 pro rata + 33 days holiday + up to 6% pension matched contributions.

**Start date:**1st November 2021

**Responsible to:** Director for Fundraising and Communications

**Responsible for:** Fundraising Officer and Fundraising Assistant

**Overall aim:**

Tree Aid works in the drylands of Africa, enabling people to unlock the potential of trees to reduce poverty and protect the environment.

As a member of the Fundraising and Communications management team, the High Value, Corporate and Trusts Manager provides leadership for their team and contributes to the development of Tree Aid communications organisation wide.

**Key objectives:**

They will lead and manage the High Value Donor, Corporate and Trusts team to:

1. Develop and implement Tree Aid’s High Value Donor, Corporate and Trust strategy and annual plan.
2. Plan and implement a three year pledge programme for High Value Donors
3. Plan a High Value stewardship event for March 2022
4. Increase our corporate donors and partners, converting inbound enquiries and ensuring a healthy prospect pipeline.

**Key roles/ tasks:**

1. **Planning and budgeting (20%)**
	1. Develop and deliver annual fundraising plans and longer-term growth strategies.
	2. Develop and manage annual budgets for High Value Donor, Corporate and unrestricted Trust fundraising.
	3. Report against daily, monthly, quarterly and annual targets. Work with the Finance Team to ensure accurate reporting of fundraising income. Identify trends and develop strategies to address where needed.
	4. Recruit and manage suppliers to deliver good quality and value for money.
	5. Sets up systems and processes to support effective and efficient fundraising.
	6. Keep up to date with fundraising best practise, policy and relevant legislation and ensure these are reflected in Tree Aid’s fundraising.
	7. Contribute to organisational and fundraising wide planning.
2. **Donor recruitment and retention (70%)**
	1. Plan and implement effective corporate, high value, community and trust donor cultivation, solicitation, ask and stewardship activities to maximise income generation.
	2. Produce high quality corporate, high value, community and trust fundraising communications plans to engage and further develop donor relationships.
	3. Manage the donor portfolio and assess potential supporters. Ensure that prospect research is completed, to qualify and prioritise prospects.
	4. Undertake research and analysis to support effective fundraising. Provide reporting, evaluation and analysis of corporate and high value fundraising.
	5. Represent Tree Aid to supporters and other audiences.
	6. Work on collaboration with other areas of Tree Aid fundraising as appropriate.
	7. Work closely with the Operations and Finance Teams to keep fully informed about Tree Aid’s work in Africa.
3. **People Management (10%)**
	1. Manage and develop the High Value, Corporates and Trust team of two.
	2. Undertake regular one-to-one sessions to ensure performance targets are met and professional skills are developed on an ongoing basis plus the completion of mid-year and annual appraisals.
	3. Manage volunteers as necessary.
4. **key success factors**
	1. Financial targets and key performance indicators met
	2. Potential for high value, corporate, community and trust income maximised.
	3. Good engagement across the organisation with high value, corporate, community and trust fundraising.

**Person specification:**

E = Essential criteria D = Desirable criteria

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| **Qualifications/knowledge**  |  |
| * Educated to degree level or holder of Certificate of Fundraising Management
 | **D** |
|  |  |
| **Personal Qualities**  |  |
| * A passion for, and commitment to, international development and to issues affecting rural communities in dryland Africa.
 | **E** |
| * Alignment with Tree Aid’s vision, mission and values.
 | **E** |
| * Results driven and ambitious to deliver the best for Tree Aid.
 | **E** |
| * Solutions focussed, willing to learn and adapt.
 | **E** |
| * Able to multi task and work to tight deadlines.
 | **E** |
| * Rigorous approach, with attention to detail.
 | **E** |
|  |  |
| **Experience**  |  |
| * Experience managing a High Value or Corporate programme.
 | **D** |
| * Experience of running successful fundraising campaigns.
 | **D** |
| * Experience of managing a team with at least one staff member.
 | **E** |
| * Experience of producing and delivering operational plans.
 | **E** |
| * Experience of setting and managing budgets.
 | **E** |
| * Experience of ensuring fundraising best practice and have a thorough understanding of legislation within the sector.
 | **E** |
| * Track record of raising funds from High Value Donors – Annual income of £150k plus
 | **E** |
| * Track record of raising funds from Corporate donors - Annual income of £150k plus
 | **E** |
| * Track record of raising funds from unrestricted Trust donors - Annual income of £70k plus
 | **E** |
| * Experience of producing excellent communications, with a passion for creating engaging & creative content.
 | **E** |
| * Experience of implementing procedures that reflect policy and increase efficiencies.
 | **E** |
|  |  |
| **Skills** |  |
| * Good experience of communicating with a remote workforce.
 | **D** |
| * A team player, able to interact effectively with people at all levels
 | **E** |
| * Ability to develop and maintain good team spirit
 | **E** |
| * The ability to work collaboratively and influence effectively across teams and externally to achieve organisational goals.
 | **E** |
| * A creative thinker with the ability to deliver with limited resources.
 | **E** |
| * Excellent IT skills (MS Office, MS Teams and MS Sharepoint)
 | **E** |
| * Able to communicate in writing and in person in an engaging and persuasive style.
 | **E** |
| * Experience of using a database as a relationship tool (Raisers Edge an advantage)
 | **E** |
| * Able to analyse data and to generate clear reports and recommendations
 | **E** |
| * Good level of numeracy
 | **E** |
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| **Commitment**  |  |
| * Able to travel, both in the UK and Africa
 | **D** |
| * Happy to work in the evenings and weekends when necessary
 | **D** |