

Fundraising Lead Job Description

Department: Fundraising

Reporting to: Head of Income Generation

Hours of work: 37.5 per week excluding lunch (part-time, job-share and flexible working will be considered)

Contract: Permanent

Location: London N5 (hybrid working), 40% of hours office based

Introduction to Education Support

Education Support is the only UK charity dedicated to improving the health and wellbeing of the entire education workforce. We provide programmes and services designed to improve the mental health and wellbeing of all education staff, support institutions to create mentally healthy workplaces and advocate for improvement in policy and practice. We currently deliver a range of programmes and services including:

- Support to school leaders: supervision and a wellbeing advisory service
- Our free and confidential, 24/7 helpline
- A grants programmes for those working, or retired, from the education sector who may be struggling financially
- Our confidential, 24/7 Employee Assistance Programme
- Workshops on wellbeing and resilience

One of our objectives is to be recognised as a centre for innovation; piloting, evaluating and disseminating new approaches to supporting the mental health of the education workforce. The work that we deliver in Wales plays a key role in helping achieve this objective.

Job purpose

To manage our existing main fundraising income streams and to hold oversight of the effectiveness and potential of new revenue development activities. The priority activity is the management and development of our individual giving portfolio, including identifying opportunities for income growth, donor acquisition, strategic partnership development and legacy pipeline development. This role will also work closely with our Director of Public Affairs & Communications to develop our communications and messaging for donor audiences.



Duties and Responsibilities

Fundraising Responsibilities

Individual Giving:

- Build our donor base by establishing, testing and executing supporter acquisition programmes.
- Deliver and maintain effective supporter journeys for individual donors, increasing retention rates.
- Produce and review campaign briefs, creative materials and fulfilment materials.
- Manage schedules for campaigns, and coordinate internal and external set up and execution.
- Develop and deliver a supporter care programme that will improve the experience of donors engaging with the charity and deepen engagement with the cause.
- Work with Head of Income to test new funding streams and new fundraising initiatives.
- Nurture relationships with intermediary partners across the sector.

Legacies:

- Implement a legacy fundraising programme and grow Education Support's legacy pipeline, using a mixture of traditional direct marketing and relationship fundraising techniques.

Corporate Fundraising:

- Work with the Director team to develop and implement marketing strategies for corporate partners (commercial businesses, pension providers, union membership schemes)
- Take responsibility for the production of fundraising materials and coordinate the promotion of fundraising activities through partners.

General:

- Understand our donors and ensure that their voice is clearly represented in strategic planning activities.
- Ensure that Education Support fundraising activities adhere to industry best practice and are compliant with relevant charity legislation.
- Work with other teams to ensure the operational functions that support fundraising activities are lean, efficient and robust.
- Manage relationships with key suppliers.
- Any other reasonable duties as required.
- **Planning and line management**
 - Plan, implement and manage overall Fundraising work programme.
 - Work with Head of Income and the CEO to identify new income streams and produce strategies to access these funds.
 - Identify opportunities for investment and growth and help build business case for internal investment.
 - Regularly evaluate the effectiveness of our fundraising activities,
 - Line manage and motivate the Fundraising Coordinator, agree clear personal objectives and support with professional development.
- **Budget and data management**
 - Develop the Fundraising budget, based on clear, evidenced assumptions.
 - Closely monitor delivery of the annual budget, reporting issues and trends on a quarterly basis

and agreeing any necessary action with the Head of Income.

- Produce quarterly KPI reports and provide analysis to the Head of Income and CEO.
- Oversee the maintenance of the Salesforce system for all fundraising information, working closely with the Database manager and Fundraising Co-ordinator.

These duties must be carried out with due regard to Education Support's Equal Opportunities Policy, Health & Safety procedures and undertake duties in line with the charity's, and other relevant, codes of practice.

PERSON SPECIFICATION

Skills and Attributes

- Excellent communication skills, written and verbal. Ability to effectively manage relationships with people at all levels.
- Ability to work as part of a team but also use initiative when required.
- Ability to analyse data from multiple sources, identify opportunities and recommend creative approaches to overcoming obstacles.
- Attention to detail and a 'can do' attitude.
- Ability to plan and deliver multiple concurrent projects within budget and on time.
- Calm and professional attitude.
- Empathic and considerate of colleagues and overall team dynamic.

Knowledge and Experience

- Significant experience in leading and managing successful donor acquisition, retention, upgrade and reactivation campaigns.
- Proven ability to grow and manage multiple income streams including direct debit, payroll giving, cash, lottery, raffles.
- Experience of fundraising planning, setting, monitoring and reviewing annual budgets.
- Experience of legacy marketing. Legacy administration experience is desirable.
- Relationship management experience and strong team work experience.
- Experience of using a CRM system (Salesforce preferred).
- Experience of other fundraising activities (corporate fundraising, employee engagement, trust and foundations) are desirable – we are a small team who get involved in a wide range of activities
- Knowledge of the education sector is desirable.