



Job Information Pack

Fundraising Manager

September 2017

Dear Applicant

Fundraising Manager

Thank you for your interest in the above position with The Mulberry Centre (TMC). Please find enclosed an information pack for this post.

Please submit a copy of your CV (electronically, preferably) plus a covering letter/email, explaining why you are interested in applying for this post. The covering letter is also an opportunity to demonstrate how you meet the person specification for this role. You should provide clear and concise examples of a time when you have had to use the necessary skills.

Please give the name and addresses of two work referees and indicate whether we may contact them if you are shortlisted for this post. One must be your current or most recent employer. Please note, references from personal friends or relatives are not acceptable.

Prospective candidates are welcome to call me for an informal discussion or to arrange an informal visit. Please email me at emma.cartwright@themulberrycentre.co.uk or call 020 8321 6300 and ask to speak with me.

Your completed application should be returned by **12 noon on Monday 25th September**.

Interviews are expected to be held on Wednesday 4th or Friday 6th October 2017.

Please send your completed application form to:

**Emma Cartwright
Chief Executive
The Mulberry Centre
West Middlesex University Hospital
Twickenham Road
Isleworth
MIDDLESEX TW7 6AF**

Or e-mail emma.cartwright@themulberrycentre.co.uk

If you feel you have the experience, drive and people skills to make an impact in this role, we will be delighted to hear from you.

Yours faithfully

Emma Cartwright

Chief Executive
The Mulberry Centre

The Mulberry Centre

The Mulberry Centre (TMC) is a cancer information and support centre based on the grounds of the West Middlesex University Hospital in Isleworth, Middlesex. It has been open for over 16 years and provided services to more than 15,000 people. We currently have over 2,800 registered users.

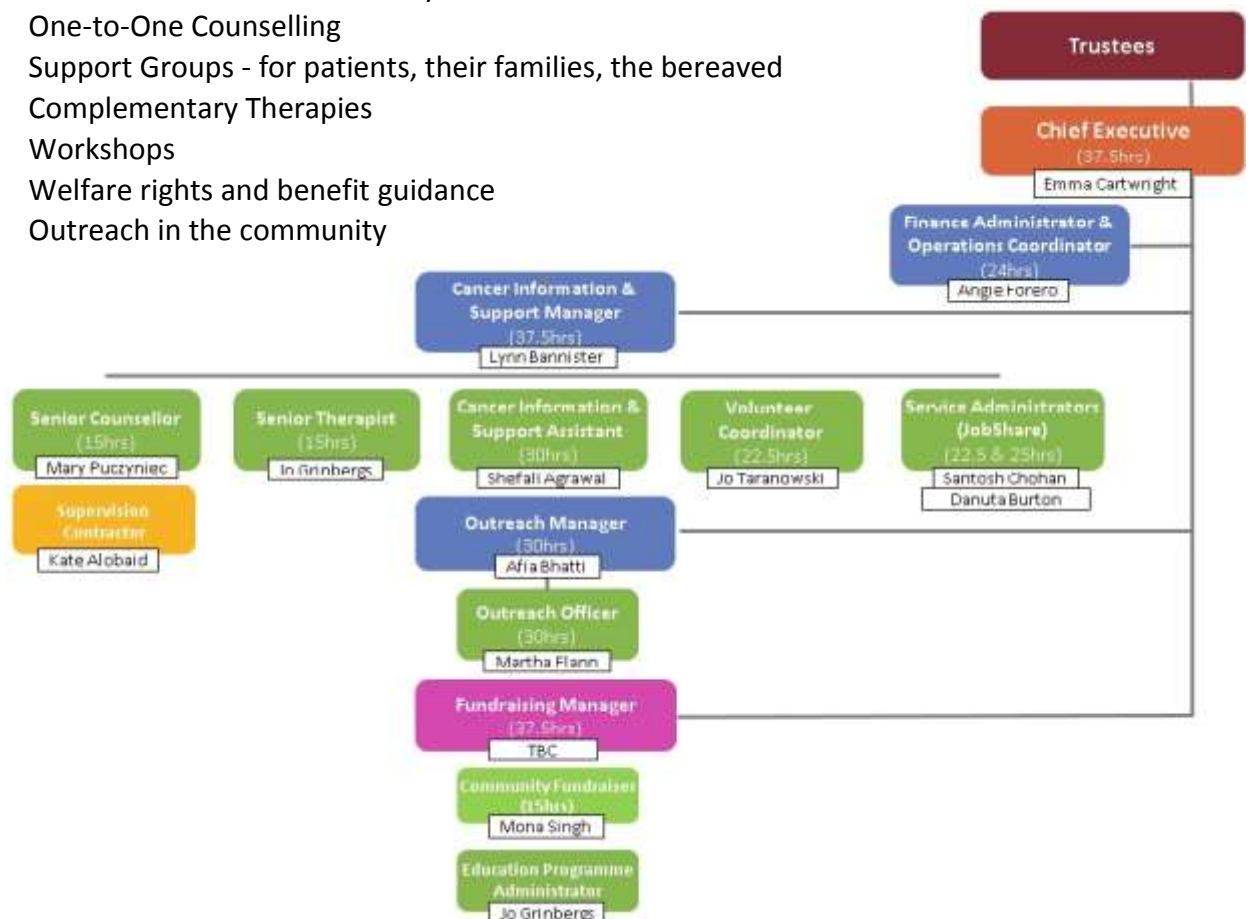
During this time TMC has won several awards. In the last 2 years alone we won the ‘Best for Commitment to the Community’ category at the Hounslow Business Awards, we were commended in the category ‘Best Charity or Social Enterprise’ at the Richmond Business Awards, and we passed the Macmillan Quality Environment Mark Awards with flying colours. Our volunteers were finalists for the Team London awards and two individual volunteers won the Richmond Community Awards in 2016 and 2017.

We offer information, complementary therapies and emotional support for anyone affected by cancer. We are a registered charity and are funded entirely by charitable donations. All our services are free of charge.

A member of our team is available to provide information and support on a drop-in basis. This can include information on services available for end of life care in the community and how to approach difficult conversations regarding end of life issues. Our opening hours for users are Monday to Friday 10am- 4pm and 10am -8pm on Thursday. We are staffed by a small team of paid personnel and a large team of volunteers.

The services offered by TMC are briefly described below. Further details can be found on TMC website.

- Information Service and Library
- One-to-One Counselling
- Support Groups - for patients, their families, the bereaved
- Complementary Therapies
- Workshops
- Welfare rights and benefit guidance
- Outreach in the community



Job title:	Fundraising Manager
Location:	The Mulberry Centre, WMUH, Twickenham Road, TW7 6AF
Full/part time:	Full time
Reports to:	Chief Executive
Salary:	c. £35,000, depending on experience

Background to the role

Between now and 2020, we intend to diversify our income, particularly from unrestricted sources, to sustain and develop our work. The Fundraising Manager role is a new senior management post, working closely with the CEO and sitting on the Fundraising Committee with 2 Trustees.

We are looking for an experienced and talented Fundraising Manager who can develop and execute an effective fundraising strategy to deliver growth across a wide range of existing and new income streams.

You will have the proven ability to research and develop winning fundraising applications, negotiate sponsorship deals and develop and maintain positive relationships with donors. A natural multi-tasker, you will have the flexibility to manage a varied workload, juggling responsibility for meeting bid deadlines, ensuring delivery of fundraising events, reporting to funders and managing key corporate accounts. With attention to detail and excellent written and verbal presentation, you will also have the negotiation and project management skills to co-ordinate the production of complex bids and budgets.

Overall purpose of role

- To research, develop and deliver an integrated fundraising strategy for The Mulberry Centre, generating income targets to enable TMC's strategic objectives to be delivered over the next three years and beyond.
- To manage and deliver all fundraising activities for The Mulberry Centre, securing funds from a comprehensive range of sources including charitable trusts, government departments, community groups/clubs, corporate supporters, sponsored events and individuals.
- To communicate the fundraising "ask" across all platforms and media.
- To act as a key, externally-facing member of The Mulberry Centre team, deputising for the CEO as required.
- Work closely with colleagues on impact monitoring and evaluation, including the production of compelling progress and final reports.
- To lead on GDPR compliance (data protection and consent), ensuring The Mulberry Centre's communications are appropriate and within the legal framework.
- To line manage paid and volunteer fundraisers.

Job description

Main fundraising activities

1. Research prospective funders, donors and sponsors and work closely with colleagues across the teams (Service Delivery, Outreach, Operational Resourcing, Volunteering) to develop compelling and effective applications for funds to support the work of TMC.
2. Develop and grow the supporter base, working closely with The Mulberry Centre's existing supporters, volunteers and trustees to increase support at grass-roots level.
3. Develop a solicitation plan and engage colleagues, donors and volunteers to deliver the plan effectively.
4. Develop long term relationships, with clear, focussed stewardship plans to maximise future funding potential.
5. Develop a challenge event "offer" for individuals and corporate teams.
6. To work closely with colleagues to ensure impact measurements are captured and recorded correctly on all funded activities.
7. Produce timely and accurate reports to trusts and commissioning bodies in accordance with the terms of grants or contracts held.
8. Manage reports on all income raised, maintain accurate and detailed income records and report and oversee the management of the fundraising database.

Planning and strategy

9. With the Chief Executive, develop and implement a sustainable fundraising strategy for TMC, ensuring it supports and contributes to the organisation's strategic plan.
10. Explore other income generation opportunities and make recommendations as to their fit with The Mulberry Centre's fundraising strategy.
11. Remain abreast of fundraising standards, trends and best practice, taking responsibility for maintaining own learning and attending training as required.
12. Report to, and work closely with, the Chief Executive to ensure that he/she is always fully up to date with fundraising progress.

Internal and external relationship management

13. Cultivate and nurture relationships with funders, donors and sponsors, keeping accurate and up-to-date records of all communication and applying robust account management.
14. Drawing on internal administrative support (fundraising staff and volunteers) as required, ensure The Mulberry Centre is corresponding regularly with supporters and that all gifts are responded to in a timely and appropriate manner.
15. Train and lead other staff, trustees and volunteers to support fundraising, supporting colleagues at all levels to pursue fundraising opportunities where they own relationships with potential donors or sponsors.
16. Represent the organisation at external forums and events, building relationships that will enhance our fundraising capacity.
17. Attend and participate in team meetings, fundraising committee meetings and strategic planning meetings.

Person specification ('s' indicates shortlisting criteria)

Skills and abilities

- ♥ Ability to create, implement and develop a fundraising strategy
- ♥ Proven personal track record of delivering against set income targets (s)
- ♥ Excellent verbal and written communication (s)
- ♥ Understanding of fundraising methods and the role of fundraising within a small charity (s)
- ♥ Collaboration and teamwork: proven ability to work with colleagues from a range of disciplines (s)
- ♥ Convincing presentation and negotiation skills
- ♥ Proven analytical and problem solving skills
- ♥ IT proficiency

Experience

- ♥ At least five years' experience in a fundraising role, to include substantial experience of fundraising from either trusts or corporates (s)
- ♥ Stewardship of potential funders from initial contact through to long-term partnerships (s)
- ♥ Researching and writing successful proposals or bids (s)
- ♥ Experience of donor stewardship through database management (we use Harlequin) (s)
- ♥ Designing and delivering presentations to prospective clients or donors

Personal attributes

Committed to the aims and values of The Mulberry Centre: we expect all staff to uphold and reflect the ethos of the Centre in all its work.

Hardworking: as a small charity, our success depends on the hard work of all our people.

Creative and resourceful: in a tough economic climate, we need to find new ways of raising money and generating income

Practical: as part of a small team, the Fundraising Manager will need to be ready to be 'hands on'.

Reliable: this is a critical post with responsibility for ensuring the delivery of nearly all the Centre's income; the post holder will also be expected to deputise for the Chief Executive as required.

Approachable: an open, friendly approach is critical to the team spirit of our small staff

Flexible: the post holder will need to be willing to travel and work unsocial hours on occasion and to deal with external stakeholders

Job Application Guidelines

The Mulberry Centre is an equal opportunities employer. We aim to treat every applicant fairly. The information you provide in your CV is the only information we will use in deciding whether or not you will be invited for interview, so it is important that you draft it with care. To help you, please follow these guidelines.

1. After reading the person specification and job description, think carefully about your application and consider to what extent you have the skills and experience necessary to meet the requirements of the post.
2. You should include details of your full work record. This allows you the opportunity to tell us about the work you are doing or have done in the past. Be as brief as you can, and use the covering letter to describe in more depth your skills, knowledge and experience relevant to the job.
3. The covering letter is a personal statement that should be used to tell us how you meet the person specification. It is an important part of the application process. Always remember to specify your personal responsibilities rather than those of your section or department. Remember to explain how your current or previous experiences relate to the job you are applying for.
4. Please ensure that your CV and covering letter are returned by the date and time stated at the beginning of this information pack.

Information for Candidates

Terms and Conditions of Employment

Outlined below are some of the main terms and conditions of employment relevant to all employees of The Mulberry Centre (TMC).

Probation

All posts are subject to a probationary period of 3 months unless otherwise stated on the letter of appointment, during which your performance will be reviewed from time to time. During this probationary period, either party may terminate the contract by giving one month's notice. After satisfactory completion of the probationary period, the notice stated on your contract of employment will apply.

Location

Your place of work is at The Mulberry Centre, West Middlesex University Hospital, Twickenham Road, Isleworth TW7 6AF. TMC may require you to work at such other place or places as TMC may reasonably from time to time determine.

Salary Payment

The commencing salary will be as stated in the contract of appointment. Salaries are paid in arrears on or around the 25th of each calendar month, by direct credit transfer into a bank or building society account.

Annual Leave

Holiday entitlement is 23 days' holiday per year, excluding public and statutory bank holidays. Holiday will be calculated on a pro-rata basis for part-time workers.

TMC's holiday year runs from 1st January to 31st December. Holiday entitlement not taken in one holiday year may not be carried over to the next without the prior approval in writing from the Chief Executive.

Pension Scheme

The Company is a member of the government's NEST pension scheme. You have 2 options regarding pension arrangements:

- a. You will automatically be enrolled in the government's NEST scheme and the Company will contribute 6% of your salary to this scheme with effect from your date of joining. With effect from October 2018 you will be obliged to contribute 2% of your salary (a total contribution of 8% from you and the Company.)
- b. Alternatively, if you have a personal pension already established and this is a "qualifying scheme" as specified under the government's new pension regulations, then the Company, with your consent, will pay into this a contribution of 6% of your salary. If you choose this latter option, then you will need to opt out of the NEST scheme within 28 days of joining it.

No Smoking

TMC operates a no smoking policy.