



**GREATER LONDON FUND FOR THE BLIND**

*The Geranium – symbol of caring for people with a visual impairment*

## **Fundraising Manager – Special Projects**

### **Responsible to**

Director of Development

### **Location**

Central London

### **Working Hours and Contract**

This is a part-time (four days per week), fixed term role for a period of four-years, running April 2019 to March 2023. We will consider flexible arrangements.

### **Salary**

Full time equivalent of £33,000 – 35,000 p.a.  
The salary will be pro rata to this FTE salary.

### **Main Duties and Responsibilities**

- To support the Director of Development to develop, launch, deliver and evaluate a multi-million pound fundraising campaign in support of GLFB's centenary anniversary in 2021.

### **Research**

- To research, identify and maximise the potential of new supporters across key appeal income streams, including Trusts and Foundations, Philanthropy, Corporate Partnerships and Special Events.
- To develop a digital photography and media exhibition, from existing GLFB archives, celebrating GLFB's 100-year history, including managing or collaborating with volunteer and consultant researchers where appropriate.

### **Income growth**

- Working with the Head of Events and Community, support the design and delivery of a suite of high-end cultivation and fundraising events, in the run up to the Appeal year and during the centenary celebrations.
- Working with the Trust Manager, support the development and implementation of the Trust and Foundations Fundraising strategy, including making trust applications and managing key supporters where required. This will include building an Appeal Prospect pipeline for Trusts and Foundations.

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- Working with the Philanthropy Manager, support the development and implementation of the Corporate Partnerships and Philanthropy Fundraising strategy, including managing key supporters – pivotal for the success of the Centenary celebrations - where required. This will include building an Appeal Prospect pipeline for Corporate Partnerships and Philanthropy.
- Develop and implement fundraising products aligned with the centenary celebrations to drive income from new prospects and existing donors (ensuring they have longevity for post centenary fundraising income).
- Working with the Individual Giving Manager, develop and deliver a Centenary Legacy Marketing Appeal.
- Alongside the Chair, CEO and Director of Fundraising, represent GLFB at face to face meetings with donors and prospects, successfully engaging them with the charities aims and objectives.
- To involve senior staff, Trustees and volunteers to open networks and support cultivation plans and ensure that peer to peer approaches are maximised.

### **Relationship building**

- Working with the Fundraising Senior Management Team members;
  - Ensure all relationships are provided with exceptional stewardship and that personalised cultivation plans are developed, maintained and implemented, in particular quality reporting of the funding provided and impact achieved.
  - Build relationships with key decision-makers and influencers within current and potential supporters
  - Plan and organise opportunities for funders to view the impact of GLFB's funding first-hand, ensuring all safeguarding procedures are followed and met.
  - Support the Chair, CEO and Director of Development to develop senior relationships with funders where appropriate, including support with arrangement of cultivation events, project visits and meetings through excellent research and timely briefing.

### **Collaborate with colleagues across the organisation:**

- Facilitate and encourage new leads by building warm links with colleagues, and coordinate relationship management between teams to ensure most appropriate relationship for the donor.
- Work with fellow fundraisers to run events throughout the year to provide opportunities to thank our current corporate and major donor supporters and engage new prospects.
- Working with the Director of Development and Director of Finance, put together accurate budgets for applications and reports.

### **Reporting**

- Compile comprehensive and compelling progress reports in order to feed back to donors in a timely fashion.

- Alongside the Finance Director, prepare accurate budgets detailing spending of specific donations.
- Ensure accurate records of all relationships are maintained on the GLFB database (ThankQ).
- Regularly report to SMT and Board on agreed KPIs and income achieved and forecast.

### **Other**

- Become fully conversant with the aims and objectives of GLFB.
- Keep up to date with developments in the sector and key new initiatives in our field.
- To work at all times in compliance with the Fundraising Regulator's Code of Practice and data protection legislation.

### **Flexibility**

- The role description is a general outline of duties and responsibilities and may be amended as GLFB develops and the role grows. The post holder may be required to undertake other duties as may be reasonably required from time to time.

## **Person Specification: Fundraising Manager – Special Projects**

### **Essential Experience**

- Experience of fundraising from high value sources (trust, corporate or major donor).
- Proven track record of securing five-figure gifts.
- Liaising at all levels with the ability to motivate and inspire others to support financially.
- Experience of designing and delivering high impact stewardship programmes and delivering high value events.
- Demonstrable success in writing successful funding proposals and reports.
- Proven experience of devising budgets and project plans and reporting against them.
- Excellent track record of personally securing significant gifts or partnerships with Trusts, Companies or Major Donors.
- An effective networker, with an ability to build high level relationships with a diverse range of stakeholders.
- Track record of managing complex relationships with funders, involving sophisticated reporting and stewardship.
- Experience of implementing new fundraising strategies.
- Effective time-management with the ability to manage conflicting priorities to meet planned and unplanned demand, ensuring that deadlines are met.
- Understanding and experience of working within the requirements of the Code of Fundraising Practice and data protection legislation.

**Desirable Experience**

- Educated to degree level or above.
- Professional fundraising qualification.
- Appeal Fundraising experience.
- Lived experience of sight loss.

**Personal Qualities**

- An understanding of and commitment to London's blind and partially sighted people.
- A superlative written communicator, adept at using the latest statistics and data to evidence need and impact whilst maintaining an engaging and human tone of voice.
- Excellent financial fluency.
- Flexibility and a practical, can-do attitude.
- Highly motivated and able to juggle a varied personal workload.
- Positive, friendly, polite and supportive of others.
- Excellent listening skills and high emotional intelligence, with the ability to think creatively and quickly to make a convincing case for support.
- Ability to identify new fundraising initiatives, assess likelihood of success and impact on resources, develop appealing 'asks' and match donor interests to funding needs/projects.
- Excellent accuracy and attention to detail.