



## Job description

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| <b>Job title:</b>               | <b>Fundraising Manager, Trusts and Statutory</b> |
| <b>Salary:</b>                  | <b>£33,000 per year</b>                          |
| <b>Contract type:</b>           | <b>Permanent</b>                                 |
| <b>Hours:</b>                   | <b>35 hours per week</b>                         |
| <b>Reports to:</b>              | <b>Head of Trusts and Statutory Fundraising</b>  |
| <b>Direct/indirect reports:</b> | <b>None</b>                                      |

## Introduction

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One person in six has poor literacy skills that impact on every area of their life. A child without good literacy skills will struggle to succeed at school, and as an adult they could be locked out of the job market. Poverty doubles the likelihood that, by the age of five, a child's literacy skills will be below average.

The National Literacy Trust is dedicated to improving the reading, writing, speaking and listening skills of those who need it most, giving them the best possible chance of success in school, work and life. We run Literacy Hubs and campaigns in communities where low levels of literacy and social mobility are seriously impacting people's lives. We support schools and early years settings to deliver outstanding literacy provision, and we campaign to make literacy a priority for politicians, businesses and parents. Our research and analysis make us the leading authority on literacy and drive our interventions. Literacy is a vital element of action against poverty and our work changes children's life stories.

We are a rapidly growing organisation, with ambitious plans and amazing staff. We have 25 years' experience of delivering programmes and campaigns to improve literacy and partnerships are an essential part of our work – with the education sector, with businesses and with community partners. We work closely with both national and local government. Our funders and partners include high street brands such as McDonald's and WHSmith, and large multinationals such as Lancôme, KPMG and PwC. We have our main office in Vauxhall, London, as well as people working to support our community activity around the country.

This role is part of our fundraising team, responsible for researching and developing approaches to statutory (local and national government) and trust funds to support our

activities. The postholder will be crucial in monitoring all statutory tenders throughout the UK, ensuring the Head of Trusts and Statutory Fundraising, senior management team and programme leads are aware of all live tenders and deadlines. You will develop new ways to present our core activities and programmes to funders, and manage the planning, monitoring and reporting processes.

## **Part 1: Job profile**

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### **1.1 Main purpose of job**

This role is responsible for generating income from charitable trusts and statutory to support our work. Specifically, this will focus on:

1. Managing the charitable trusts application process including prospecting, drafting, managing and submitting applications.
2. Drafting, managing and submitting statutory tenders.

### **1.2 Position in organisation**

This role is part of our fundraising department, which has a total of 14 members of staff, and will work as part of a team of four in the trusts and statutory team. The postholder will reports directly to the Head of Trusts and Statutory Fundraising.

This role may involve line management of ad hoc or administrative support, secondees and interns.

### **1.3 Working contacts**

#### **Internal**

Close working with staff from across the organisation including other members of the fundraising team, the communications team, Programme Managers, the executive management group and the finance team.

#### **External**

Frequent contact at a range of levels, including the most senior, with:

- Funders (specifically trusts, foundations, local authorities, national government, Lottery and grant-in-aid distributors)
- Other partner organisations, including media, NGOs and other third sector organisations
- Programme coordinators
- Ambassadors, trustees and other senior advocates

## **Part 2: Key duties and responsibilities**

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### **2.1 Income generation**

- Meet agreed income and profitability targets
- Research, write and present funding bids, proposals and documentation and organise the attendance of relevant internal and external stakeholders at pitches and meetings
- Develop new and existing business through research, networking, identifying and responding to leads and working closely with colleagues across the organisation
- Carry out all necessary due diligence

- Keep abreast of relevant developments, legislation and networks

## **2.2 Managing partnerships and stewardship of funders**

- Ensure that relationships with funders and partners – current, potential and historical – are effectively managed
- Work with colleagues to ensure effective reporting and deployment of funding received
- Develop, in consultation with colleagues, all relevant materials for reporting and servicing of funding relationships
- Work with colleagues to ensure that our reputation and brand values are maintained and strengthened through partnership activity
- Use our contact database and systems to log and share contacts

## **2.3 Planning, monitoring and reporting**

- Contribute to internal planning and budget setting, setting out a clear strategy for income generation from relevant areas for restricted and unrestricted activities
- Contribute to forecasting and regular reporting, both internally and to trustees
- Evaluate the impact of activity

The postholder may also be required to undertake other activities as deemed appropriate, and to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

## **Part 3: Person specification**

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### **3.1 Essential experience**

- A track record of successful fundraising, specifically from trusts, foundations and statutory sources
- A track record of writing successful bids of at least £80k-£100k
- Management of funder and wider stakeholder relations

#### **3.1.1 Desirable experience**

- A track record of securing unrestricted income
- A background in statutory fundraising
- Work in the education sector
- Experience of national and local government commissioning processes

### **3.2 Knowledge**

- Principles of effective fundraising
- Principles of effective marketing, communications and engagement
- Excellent safeguarding practice

### **3.3 Skills**

- Planning for income generation
- Excellent research skills
- Relationship management
- Project management
- Excellent written communication skills

- Excellent spoken communications
- Budget planning and presentation
- Information management and excellent administration and organisation
- IT skills, including Microsoft Word, Excel, PowerPoint, Outlook and databases
- Working independently and problem solving
- Working under pressure and managing deadlines

### 3.4 Other

- Commitment to equality and diversity
- Strong interest in literacy and social justice issue

## Part 4: Summary of terms and conditions of service

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**Location:** The postholder will be an employee of the National Literacy Trust. The post is based at the National Literacy Trust, 68 South Lambeth Road, London SW8 1RL.

**Probation period:** This post is subject to a 12-week probationary period.

**Notice period:** This post is subject to an eight-week notice period.

**Safeguarding:** The postholder will adhere to the National Literacy Trust's safeguarding policy for children, young people and vulnerable adults.

**Expenses:** The role may require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.

**Annual leave:** You will receive a total of 39 days per year (pro rata for part time staff), made up of 28 days' annual leave plus the closure of the office on all bank holidays and from Christmas Day to New Year's Day inclusive.

**Pension:** The National Literacy Trust will contribute 8% of annual salary for those who qualify for our group pension plan.

**Other benefits:** We provide a Cycle to Work scheme, season ticket travel loans, employee assistance programme and access to other health and wellbeing benefits including discounted gym membership, dental plans and health assessments.