



Changing life stories

Job description

Job title:	Fundraising and Events Manager
Contract type:	Maternity cover up to 12 months
Hours:	35 hours per week
Salary:	£36,000 per year
Reports to:	Head of Development
Direct/indirect reports:	1 direct

Introduction

One person in six has poor literacy skills that impact on every area of their life. A child without good reading, writing and communication skills can't succeed at school, and as an adult they could be locked out of the job market. Poverty doubles the likelihood of literacy failure by the age of five.

We are an independent charity dedicated to raising literacy levels in the UK by giving disadvantaged children the literacy skills they need to succeed. Our research and analysis make us the leading authority on literacy. We run projects in the poorest communities, campaign to make literacy a priority for politicians, businesses and parents, and support schools.

We are a rapidly growing organisation, with ambitious plans and amazing staff. We have 25 years' experience of delivering programmes and campaigns to improve the skills and confidence levels of those most in need of support. 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, WHSmith and Clarks Shoes, and large multinationals such as Pearson, KPMG and PwC. We have our main office in Vauxhall, London, and as well as people working to support our community activity around the country.

One of our key priorities is to continue to increase and diversify sources of unrestricted income to support sustainability and organisational growth. Our individual giving strategy is crucial to this, and includes our annual Where's Wally? fun run, our individual giving club, challenge events, writing prizes and other fundraising initiatives and donations from members of the public. This role is vital in managing this activity to engage existing supporters and reach new ones, and will require some out-of-hours working.

Part 1: Job profile

1.1 Main purpose of job

This role is responsible for developing and delivering a key part of our individual giving strategy, our programme of fundraising and wider cultivation events, and aspects of our Charity of the Year partnerships where relevant.

1.2 Position in organisation

This role is part of the development team, which currently has a total of 13 permanent members of staff, and reports directly to the Head of Development.

The postholder will line manage the Fundraising and Office Assistant, who provides support across the development team and also reports indirectly to the Office Manager.

This role may, over time, also involve the management of ad hoc or administrative support, volunteers, secondees and interns (where available) and other staff as deemed appropriate.

This role will also involve contract management with freelance associates, services and suppliers.

1.3 Working contacts

Internal

Close working with staff from across the organisation including the Executive Management Group, other members of the development team including the Head of Partnerships and Corporate Partnerships Managers, the communications team, programme managers and finance team.

External

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

- Funders and donors
- A range of staff in partner corporate organisations, including communications and CSR teams
- Other partner organisations, including media, national and local government, NGOs and other third sector organisations
- Suppliers
- National Literacy Trust programme coordinators
- National Literacy Trust ambassadors, trustees and other senior advocates

Part 2: Key duties and responsibilities

2.1 Income generation

- Meet agreed income, cost efficiency and profitability targets through individual giving, including from corporate staff teams and the wider public through activities, donations and legacies
- Lead on the development, management and growth of the charity's individual giving club, including effective development and delivery of key messages and cases for support, and recruitment, support and retention of champions and donors
- Develop new and existing business through market and prospect research, networking, identifying and responding to leads and working closely with colleagues across the organisation
- Research, write, present and assist with funding proposals and proposition documentation for a wide range of donors
- Carry out all necessary due diligence
- Keep abreast of relevant developments, legislation and networks

2.2 Partnerships and stewardship of funders and donors

- 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 relationships
- Work with colleagues to ensure that our reputation and brand values are maintained and strengthened through partnership activity and events
- Use our contact database and systems to log and share contacts

2.3 Events and fundraising activity

- Lead delivery of key fundraising events, activities and competitions, taking responsibility for all aspects of event management and marketing, in collaboration with the communications team and Corporate Partnership Managers
- Develop event copy and materials, schedule briefings and de-briefings, ensure all staff and trustees are aware of events and their role in them and that all contacts are followed up by relevant staff after events
- Provide support across the team on fundraising and cultivation events, and other activity as necessary

2.4 Planning, monitoring and reporting

- Lead internal planning and budget setting for relevant areas, setting out a clear strategy for income generation and a long-term donor journey plan
- Contribute to risk identification and mitigation and to forecasting and regular reporting, both internally and to trustees
- Evaluate the impact of activity

2.5 Other

- Contract and manage external services where necessary, in consultation with colleagues and line manager

The postholder may also be required to undertake other activities as deemed appropriate by their line manager or the Director, 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

3.1 Essential experience

- Fundraising event management
- Fundraising from a variety of individuals, including corporate staff teams and the wider public
- Management of funder, donor and supporter relations
- Recruitment and management of volunteers and fundraisers
- Developing and drafting compelling cases for support and copy for fundraising materials and communications
- Digital marketing to support fundraising, including social media, email marketing and writing for the web
- Line-management or team leadership

3.2 Knowledge

- Principles of effective fundraising
- Principles of effective marketing, communications and engagement
- Principles of excellent data protection practice and fundraising regulation
- Excellent safeguarding practice

3.3 Skills

- Event and project management
- Planning for income generation
- Relationship management
- Excellent written and spoken communications
- Copywriting, including in digital contexts
- Budget management
- 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

- 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:** This post is subject to a 12-week probationary period.
- Notice:** This post is subject to an eight-week notice period.
- Annual leave:** The annual leave entitlement is 28 days per year pro rata, plus public holidays. In addition, our office is closed from Christmas Day to New Year's Day inclusive and you are not expected to put any of your leave allowance aside to cover this.
- Pension:** The National Literacy Trust will contribute 8% of annual salary for those who qualify for our group pension plan.
- Expenses:** The role will require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.
- Safeguarding:** The postholder will adhere to the National Literacy Trust's safeguarding policy for children, young people and vulnerable adults.