

## Job Description

**Job Title:** Fundraising Manager  
**Working base:** Secretariat Office, Euston, London  
**Reporting to:** Deputy Chief Executive



**Liases with:** **External:** Donation processing companies;  
**Internal:** Secretariat and Member Agencies Fundraising/ Marketing teams

**Salary:** £42,000 - £45,000 pa subject to relevant skills and knowledge

**Contract status:** Permanent - Full time

**Line Manages:** Donor and database administrator

**Budget responsibility:** Donation processing budget up to £200k per annum and income in the region of £30m per annum.

- The Disasters Emergency Committee(DEC) is a membership organisation and currently comprises 13 Member Agencies
- The DEC is tasked with organising and launching appeals when there is an emergency of such a magnitude to warrant a national response
- Working together with corporate allies in our Rapid Response Network (RRN) and others, we raise money and fund overseas humanitarian work, and share information and learning
- DEC has an intensive two week fundraising period upon launching an appeal with income receipt over six months. The unpredictable nature of appeals means that DEC relationships with donors are unlike most other charities
- The DEC is a charitable company, limited by guarantee, created by its members and governed by a Board of Trustees
- The DEC Secretariat is funded by donations from members and is responsible for the day-to-day running of the DEC. There are currently nine permanent staff and a small number of dedicated volunteers
- Members are: ActionAid; British Red Cross; CAFOD; CARE International UK; Christian Aid; Concern Worldwide; Help the Aged; Islamic Relief; MERLIN; Oxfam; Save the Children; Tearfund; World Vision UK
- The DEC is at an exciting stage of developing its Fundraising strategy to Maximise Income and Build trust in DEC.

### Main purpose of the role:

To develop and implement a fundraising plan focusing on outsourced contracted services to deliver the strategy and maximise DEC appeals income from individuals, major donors and events. This is a key role within the Communications and Marketing team with responsibility for leading Secretariat fundraising and communications initiatives for an organisation wide approach to donor stewardship, supporter information and supporter journeys across all audience segments to deliver on DEC's strategic objectives.

### Key Objectives

- Manage the donations processing mechanism contracts to ensure secure, robust and cost effective services which add value to DEC / donor relationships
- Maximise income through all fundraising activities

- Developing a major donor strategy
- Developing fundraising initiatives that engage all audience segments

### **Key Tasks:**

- Implement and manage a fundraising strategy
- Ensure all donations collection and processing services are in place, well defined and managed regularly to meet DEC needs. This includes running tender processes and negotiations with potential providers and suppliers
- Ensure all DEC fundraising meets the Fundraising Standards Board 'promise' and provides high levels of donor care
- Regular analysis of DEC fundraising activity to ensure it provides rates of return that meet Board expectations
- Ensure DEC maximises gift aid income, submitting returns and managing the relationship with HMRC
- Ensure DEC meets its responsibilities under the Data Protection Act
- Build relations with key supporters and organisations
- Develop fundraising policies and procedures
- Coordinate high-profile fundraising campaigns including Direct Marketing through audience specific approaches
- Develop Secretariat and event fundraising materials which support and promote the DEC brand
- Maintain an interest in fundraising innovation to brief colleagues on possible Secretariat initiatives for supporter journeys to deliver on DEC's fundraising and communications objectives.
- Manage donations staff
- Forecasting, budgeting and financial management of donations income
- Lead cross DEC marketing and fundraising network meetings
- Actively promote, encourage and support intra Secretariat working and member involvement
- Promote organisational values and culture in all work activities
- Other relevant duties as required by Line manager

### **Special Features**

- The postholder may, on occasion, reasonably have to work out-of-hours or at evenings or weekends, in response to an emergency or to extra workload, and to attend selected fundraising and organisational events (eg AGM, donor days). Wherever possible, adequate notice will be given and TOIL may be an option.
- This is a key role and your name will be included on an emergency contact list, for occasional urgent communications
- Occasional overseas visits may be required

### **Data Protection**

Please note, on submitting your application, you are agreeing to DEC holding and using the information that you have given for the purposes of recruitment and employment – should an offer be made.

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Education/ Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or diploma in fundraising, marketing or expertise to match</li> </ul>	Member of Institute of Fundraising
<b>Experience / Understanding</b>	<ul style="list-style-type: none"> <li>• Experienced fundraising background with a proven track record</li> <li>• Experience of developing fundraising strategy, which resulted in significant growth of income</li> <li>• Considerable experience of managing high-profile fundraising campaigns especially through audience specific approaches across a number of specialised fundraising areas</li> <li>• Experience of managing high value service contracts.</li> <li>• Experience of successfully managing a team, including coaching and supporting performance</li> <li>• Experience of managing direct marketing activities.</li> <li>• Excellent understanding of current trends within the Charity sector</li> <li>• Demonstrable experience of applying analytical skills to strategic development</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of building relationships with variety of corporate contacts</li> <li>• Experience of working with International sector</li> <li>• Experience of managing brand strategies.</li> </ul>
<b>Skills / Competencies</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills both written, and spoken</li> <li>• Excellent numeracy, budget development and monitoring skills.</li> <li>• Excellent planning and project management skills.</li> <li>• Ability to work under pressure and to tight deadlines.</li> <li>• Commitment to providing high level of donor care</li> <li>• Track record of building relationships and negotiation with people at the highest level.</li> <li>• Excellent attention to detail</li> <li>• Entrepreneurial spirit</li> <li>• High level of IT and contact database skills</li> <li>• An understanding of and commitment to the mission and values of DEC</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of public speaking.</li> <li>• High level of new media skills</li> </ul>

### **To apply for this position**

Your CV/resume and covering letter setting out your motivation for applying and how your experience meets the specification (as Word documents only and NO PHOTOS) should be emailed to Diana Ruano at [recruitment@darylupsall.com](mailto:recruitment@darylupsall.com). Please let us know where you found out about the post.

**Deadline for applications 17 January 2010**

DEC Secretariat, First Floor, 43 Chalton Street, London NW1 1DU Tel 020 7387 0200