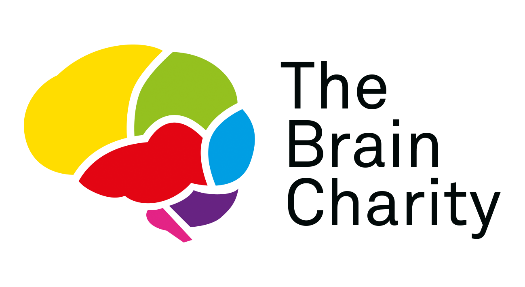
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**Job Description**

**Job title:** Senior Fundraiser

**Base:** The Brain Charity, Norton Street, Liverpool, L3 8LR

**Hours:** Full time – 37.5hrs per week

**Reporting to:** Head of Communications and Fundraising (in her absence, Grants and Trusts Supervisor)

**Contract type:** Permanent

**Summary of Role:**

The overall purpose of the role of Fundraising Specialist (Grants, Trusts, Corporates and Legacies) is to bring about tangible and positive change to the lives of people with neurological conditions by raising funds to support the charity’s work. This includes:

* Identifying key opportunities for corporate fundraising, marketing the charity and its work to a wide variety of potential corporate donors, supporters and fundraising and stewarding new and existing corporates through a unique calendar of engagement to make a meaningful difference.
* Promoting legacy fundraising opportunities, stewarding the families of legacy donors and assisting with the management of estates where the charity is named as a beneficiary.
* Generating and maximising charitable income from trusts and foundations by researching funding opportunities, writing compelling funding applications and promoting the charity’s work to a wide range of potential funders.

Whether you are an ambitious fundraiser seeking the next opportunity or have a host of transferable skills from a different industry and are looking to make a move into the third sector, we would be keen to hear from you.

**Key responsibilities**

**Corporate fundraising:**

* Using a variety of research methods, identify potential corporate funders and partners whose giving behaviours, strategies and areas of work meet the aims of the charity.
* Use compelling and persuasive written and verbal communication to produce high-quality fundraising materials, applications, pitches and presentations which convince corporates to support the charity’s work.
* Research and track all national and regional ‘charity of the year’ partnerships and apply for these as appropriate.
* Attend and present at business networking events to identify new potential corporate partners, introduce them to the work of the charity and ensure our work is known to all corporate supporters in the area.
* Work with corporate supporters to promote a range of different fundraising and donation opportunities such as payroll giving, event and project sponsorship, employee fundraising, charity of the year partnerships, corporate fundraising, help in kind and volunteering.
* Act as the dedicated staff member who will be the account manager for existing corporate supporters during the duration of their partnership, such as by:
  + Developing bespoke campaigns, projects and appeals
  + Launching a unique calendar of engagement
  + Stewarding the corporate’s staff members, such as by inviting them to our events, to centre visits and to meet clients.
  + Reporting on funds raised and the impact of donations as required.

**Legacy donations:**

* Work with the communications team to promote our legacy fundraising opportunities, such as free will offerings and Wills Week, in a variety of ways – including digital, traditional marketing and pitches and presentations.
* Speaking to would-be legacy donors to explain processes, help them set up gifts in their wills as required and providing information on how donations are used.
* Communicating legal knowledge and procedures relating to charitable legacy giving sensitively to beneficiaries, members of the public and colleagues.
* Steward the families of legacy donors as required, providing thank yous and updates.
* Alongside the Head of Finance and Head of Communications and Fundraising, assisting with the management of estates where the charity is named as a beneficiary and monitoring and expediting the collection of legacy income, including liaising with legal professionals, other charities, families, lay beneficiaries and external bodies.
* Balancing legal and charitable responsibilities to ensure we are always working within agreed standards.

**Grants & trusts:**

* Using a variety of methods and networks, research, identify, monitor and record newly opened funds to assess their suitability and criteria and ensure they meet the strategic aims of the charity.
* Work with the management team and the Grants and Trusts Supervisor to identify gaps in provision and new initiatives which require funding and match these to potential funds identified.
* Use compelling and persuasive written communication to produce high-quality funding applications and correspondence to convince funders to support the charity’s work.
* Liaise with our services team to ensure impact and outcomes data measurement, collection and monitoring and case study collection are of the highest standards to ensure we can provide funders with the best-quality demonstrations of the vital importance of our work.
* Forge, develop and maintain good relationships with existing and potential funders, including acting as an account manager with new funders and key point of contact for grant enquiries.
* Attend funder networking events as required and any other opportunities which help ensure the work of The Brain Charity is known to all major grant funders nationally and regionally.
* Produce regular grant update reports as required by funders and monitor progress towards meeting any obligations with them.

**Other:**

* Monitor and evaluate the success and effectiveness of all fundraising work you carry out, as this learning will be used by the Head of Communications and Fundraising to shape further departmental strategies.
* Keep accurate records and provide data and reporting to assist with the preparation of reports, presentations, evaluations and other documents as required.
* Ensure all areas of work are logged via our CRM system (Microsoft Dynamics – full training will be provided).
* Actively support promotional and fundraising events for The Brain Charity, attending a minimum of 1 fundraising or client-focussed event over the course of a year.
* Assist and support volunteers within the Communications and Fundraising team as and when required.
* Work to The Brain Charity’s policies and procedures.
* Carry out any other reasonable tasks which may be required by the charity from time to time.
* Regularly provide cover for all aspects of the department you belong to during any absence relating to your colleagues.

**Person Specification**

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| --- | --- | --- |
| **Area** | **Detail of requirements** | **Essential / desirable** |
| Qualifications | Educated to A-level or equivalent.    Bachelor's degree or equivalent in relevant area. | D    D |
| Knowledge &  experience | Demonstrable experience in a relevant transferable area such as business development, sales or corporate social responsibility, or a relevant area within fundraising or the third sector.  Experience of dealing with the general public, preferably in a third sector setting.  Up to date working knowledge of the law relating to estates and probate in England and Wales.  Experience of working with or supporting, in any capacity, people who have a disability/neurological condition or other vulnerable adults. | E  D  D  D |
| Skills & abilities | Good research and analytical skills and the ability to manipulate and interpret complex data and topics.  Persuasive written and verbal communications skills which allow you to influence and communicate with a wide variety of audiences.  Ability to work calmly and competently to tight deadlines in a time-pressured environment when required.  Strong numerical skills and understanding of how to develop and explain project budgets.  Good digital literacy, with excellent working knowledge of Microsoft platforms.  Strong organisational and timekeeping skills, with the ability to juggle multiple competing tasks at once, prioritising as required.  Accurate record-keeping and report writing.  Confident networking skills and a proven ability to build and maintain strategic relationships. | E  E  E  E  E  E  E  E |
| Personal attributes | Proven personal interest in the wider disability rights campaign and the neurodiversity movement.  Ability to build and maintain strategic relationships to the benefit of the responsibilities listed above.  Committed to the principles of equality and social justice.  Able to work well collaboratively as part of a close-knit team and with a wide variety of internal and external stakeholders.  A positive can-do attitude.  Eagerness to engage in continuous development through training to extend your skillset and improve the strengths of the department as a whole.  Self-motivated and able to work under your own initiative as required. | D      E      E    E  E  E  E |
| Other | Ability to work flexible hours including evenings and weekends when required.    Willingness to travel when required.  Willingness to undertake an enhanced DBS check (provided by The Brain Charity). | E      E  E |