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Cymorth i Ferched Cymru
Welsh Women's Aid
Rhoi Merched a Phlant yn Gyntaf
Putting Women & Children First

Welsh Women's Aid

Job Description

Job title:	Fundraising Manager
Salary:	£35,411 - £38,296 (PO2)
Responsible to:	CEO
Hours:	37.5 per week.
Contract:	1 Year Fixed Term Contract (Maternity Cover)
Location:	A blended approach of home-based or office-based work available with regular attendance at the Cardiff office required along with occasional travel across the UK in line with the requirements of the role that may require overnight stays.
Job Purpose:	To play a key role in the development and implementation of WWA fundraising activities to secure funding for programme work and organisational core costs. The successful applicant will be instrumental in shaping the overall strategy of the organisation and driving forward new initiatives to ensure long term sustainability.

This post is open to women only under the Equality Act 2010 pursuant to Schedule 9, Part 1. We value diversity and are committed to ensuring that our organisation is an inclusive place to work.

Pendragon House, Caxton Place | Pentwyn, Cardiff | CF23 8XE
Tel: 02920 541551
info@welshwomensaid.org.uk | www.welshwomensaid.org.uk

Welsh Women's Aid is a registered charity in England and Wales, No. 1140962
and a company limited by guarantee registered in England and Wales, No. 07483469



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Job Details

Key Functions & Tasks

Strategic Operations

- Develop, review and manage delivery of the WWA Fundraising Strategy, the Ethical Fundraising Policy, the Stewardship and Communication Plan and other procedural documents.
- Develop and execute a portfolio of fundraising activities and campaigns and identify suitable funding initiatives, calls for proposals etc.
- Produce detailed annual action plans on specific areas of responsibility outlined above, identifying areas for growth and development, and outlining measurable objectives.
- Objectively review the success and achievements against agreed targets, identifying strengths, weaknesses, and areas for development.
- Produce quarterly reports on activities and results against targets for the Board and Senior Management Team.
- Attend and contribute to all Senior Manager Team and relevant Board meetings.
- Advise and support member organisations as required, including via regular funding updates and Fundraisers Network meetings, and by identifying training and support needs.
- Develop and manage opportunities to improve staff engagement in, and understanding of, fundraising at WWA.
- Research and implement additional digital fundraising solutions where needed to maximise our supporter experience and help us to create a wider reach and secure future income.
- Represent the work of Welsh Women's Aid at public and other events, where necessary delivering presentations.

Trust, Statutory and Grant Making Bodies

- Build on relationships with existing funders, writing reports and submitting further applications for funding.
- Manage and lead the identification of, and approaches to funders, building an annual calendar of key prospects.
- Develop core generic trust proposals for each programme that requires funding.
- Write tailored applications and tenders, addressing grant-making priorities or requirements as specified by individual funder.
- Develop reporting and application systems and coordinate information.
- Identify and submit applications for prizes and awards that will raise the profile of WWA and secure funding as relevant.
- Work with member services / external agencies, where appropriate, to submit high-quality partnership applications, including the development of Service Level Agreements.
- Prepare budgets as appropriate.
- Take responsibility for reviewing grant agreements and other contracts.
- Work collaboratively with project leads to ensure a full understanding of funder requirements.

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- Keep up to date with project delivery and expenditure to ensure that funder requirements are being met.

Administration & Reporting

- Contribute to the continuous development of our CRM system, Beacon.
- Manage the process of logging and updating the CRM with donation and supporter records via various third-party platforms.
- Regularly update key spreadsheets and trackers.
- Maintain stock levels of fundraising materials following procedures for re-order.
- Store and audit supporter data in adherence to GDPR standards and attend the internal Data Protection Working Group.
- Record Gift Aid information for all donations to aid claims.
- Contribute data and information for internal and external reports.
- Assist and provide input into the regular review of progress against agreed targets.
- Utilise reporting systems in place and coordinate information.
- Lead on stewardship of WWA's supporters & fundraisers.
- Oversee event management including but not limited to the recruitment for WWA's spaces in the London and Cardiff Half Marathons.

Line Management & Organisational Cohesion

- Carry out management, supervision, appraisal and development of relevant staff to ensure that organisational objectives are translated into individual workplans with clear and realisable targets which are regularly monitored and reviewed.
- Work with other senior managers to ensure individual and team workplans align with and do not duplicate operational plans for other teams and services, promoting joint working across teams to meet strategic objectives and targets wherever possible.
- Respond to staffing issues, including disciplinary and grievance issues, as appropriate or requested in accordance with guidance from HR.
- Role model continuous learning and self-development, building a strong culture of continuous development and knowledge sharing.
- Work with other managers to ensure services are statutory, legally and contractually compliant, and adhere to national service standards and accreditation frameworks.
- Manage budgets and hold lead responsibility for working within confines of the budget.

Marketing & Communications

- Support the development and delivery of fundraising communications e.g., case studies and photographs, supporter newsletters, and digital content and resources to support activities, campaigns, and events.
- Look for new, untapped audiences and marketing opportunities.
- Work with the communications team to plan and prepare social media content.
- Regularly check social media platforms, engaging with supporters as appropriate.
- Use Facebook Ads to maximise potential, including drafting and scheduling.
- Adhere to the fundraising checklist to ensure that development of fundraising activities and communications is intersectional and in line with wider Welsh Women's Aid values.

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- Help to maintain and manage the supporter area of our website and fundraising platforms, keeping up to date with new features.
- Support the delivery of individual and community-focused fundraising activities.
- Oversee the regular review, development and delivery of fundraising toolkits, planning documents, and resources to aid the supporter journey.

Ensure Policy, Legal and Regulatory Compliance

- Ensure Welsh Women's Aid works within relevant legal and regulatory frameworks with a particular focus on safeguarding, health and safety and quality assurance frameworks, undertaking risk assessments for activities as required.
- Ensure Welsh Women's Aid complies with the law and best practice in respect of data protection for manual and electronic records.
- Actively seek to comply with the law and best practice in relation to equal opportunities and ensure the continuing commitment of Welsh Women's Aid to the provision of equal opportunities in all aspects of its work in line with our values.

General responsibilities

- Maintain clear and adequate records of work done, and to produce reports on work programmes and activities as required.
- Be responsible for personal learning and development and keep up to date on research, relevant legislation, policy and practice, and other literature relevant to the role.
- Participate in supervision, training, and meetings as required and assist in the development of services in line with agreed development plans.
- Take directions on projects and priorities from your line manager, which may vary from time to time.
- Oversee the work of volunteers or temporary support staff as required.
- Carry out word-processing, filing, and administrative tasks necessary to comply with the job description.
- Contribute to the organisation of conferences or events organised by WWA as required.
- Responsible for undertaking any other duties appropriate to the post.

Variation Clause

Welsh Women's Aid reserves the right, following full and reasonable consultations with the member of staff and their trade union or other representatives, to vary, add to or alter any of the terms and conditions of employment attached to this post.

This job description will be reviewed annually and may need to be revised according to the priorities of current workload with the agreement of the Executive Board and the CEO.

The performance of the post holder will be monitored through regular supervision by the line manager and reviewed at each annual appraisal. The post holder is expected to produce regular reports for monitoring and review by their line manager and Chief Executive as required.

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General Information and Conditions of Service

- 5 weeks holiday (pro rata) per year, plus statutory holidays.
- Welsh Women's Aid contributes a sum equivalent to 6% of the annual salary to the company pension scheme following successful completion of 6 months in post, and subject to staff contribution as part of auto-enrolment.
- Overtime is unpaid; time off in lieu is to be taken in consultation with the line manager for this role.

Fundraising Manager Person Specification

Criteria	Essential	Desirable
Qualifications	• No formal qualifications are required for this role as training will be provided although evidence of relevant learning is advantageous.	• Chartered Institute of Fundraising Certificate or equivalent.
Experience	• Of working in a fundraising leadership role. • Using a CRM database to store and evaluate supporter data. • Using social media channels as a business engagement tool. • Overseeing excellent stewardship activities to supporters. • Developing engaging communications and information resources. • Using a variety of methods to communicate with and recruit new supporters. • Working to targets.	• Developing fundraising plans. • Project/event management.
Knowledge	• An understanding of the experiences and needs of survivors affected by violence against women, domestic abuse, and sexual violence. • Knowledge of fundraising regulation and data protection. • Knowledge of the supporter journey and the principles and importance of effective supporter care. • Knowledge of a range of digital fundraising solutions. • Understanding of ethical fundraising processes.	

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Skills	• A strong verbal and written communicator with good presentation skills. • Ability to adapt charity messaging to a variety of audiences. • Ability to gather and evaluate data for reports with excellent attention to detail. • Able to work alone and as part of a team. • Able to build and maintain good working relationships with supporters and colleagues. • Able to prioritise, plan and organise own workload and deliver projects within a set timeframe and to target, with clear outputs/outcomes. • Highly computer literate and proficient in word-processing, spreadsheets and databases, email and Website technology.	
Other	• Able to demonstrate a commitment and understanding of the aims and objectives of Welsh Women's Aid. • Commitment to anti-discriminatory practice and equal opportunities. • Willingness to travel and work occasional weekends and evenings as required.	Bi-Lingual in Welsh and English, both spoken and written.

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