 

**BRITISH PSYCHOTHERAPY FOUNDATION**

**Job Title** Fundraising Manager

**Job Purpose** To raise income for bpf activity, projects and core costs, including trusts and foundations, individual giving, community/challenge events, and corporate partnerships

**Accountable to:** Director of Academic and Strategic Development

**Key colleagues:**  CEO

Board of trustees/members

 Director of Membership, Communication and Engagement

 Events and Marketing Officer

 Members of the Senior Management Team (SMT)

 External fundraising consultants

**Overview**

The Fundraising Manager will play a pivotal role in advancing the bpf’s work and mission. This exciting opportunity would suit a fundraising professional with effective leadership, strategic thinking and analytical skills. Proven experience within the non-profit sector, with a broad range of fundraising skills and expertise, is essential. This role will suit someone who can roll their sleeves up and get the job done, as well as someone looking to take on a more strategic and project management role.

The successful candidate will demonstrate the ability to build strong and productive relationships with a diverse range of stakeholders, both internally and externally. There is significant scope and opportunity for the Fundraising Manager to shape bpf’s work around trusts and foundations, individual giving, challenge/community events, and corporate partnerships (all in their relative infancy at the charity and needing someone with experience and vision to broaden our reach and grow our current income).

The successful candidate will also have a track record of achieving income targets and managing successful, multi-stream fundraising campaigns. During the interview process, we would like to hear examples of the software, channels, and customer/donor relationship management tools (CRMs) you have used to build and manage fundraising campaigns.

Working alongside the Director of Academic and Strategic Development, the successful candidate will need to be a good team player, flexible, hardworking and prepared to play an enthusiastic role in helping the organisation increase its fundraising income.

**Main responsibilities:**

**Trusts and Foundations:**

* Work with the Director of Academic and Strategic Development and external fundraising consultants in finalising ‘cases for support’ for raising funds for our clinical services, bursaries for students from diverse backgrounds, and core staff costs.
* Conduct the full range of activities required to prepare, submit, and manage grant proposals/submissions to trusts and foundations such as: drafting applications; tailoring business cases as appropriate; gathering relevant information and evidence; developing proposals and budgets; managing grant pipelines; and setting up robust reporting systems.

**Individual giving:**

* Lead on and maximise all opportunities to develop regular giving, appeals, one-off donations, in-memory donation and legacies (i.e., leaving gift in wills).
* Ensure all supporters receive exceptional care, feel connected to our cause, and provide timely and personalised responses to supporter enquiries, as well as established donors/givers.
* Develop an understanding of our donors and their motivations – e.g., relationship to bpf, what their interests are, how much they give, why they give.
* Prepare reports and analyses to support the evaluation and development of all individual giving activities.
* Where appropriate, identify and approach prospective groups/individuals (including philanthropists)
* Record all communications in our CRM system and maintain a donor database.

**Challenge Events:**

* Identify relevant challenge events across the UK for bpf to be involved in (e.g., Prudential Bike Ride, London Marathon, Sports Relief).
* Create a bpf ‘Challenge Events’ website page with an annual calendar of challenge events, and market and recruit for participants to take part in our challenge events, including appeals to our members, trainees, key networks, external partners & local/regional businesses.
* Create standardised cultivation collateral (e.g., Thank You letters, brochures etc) to be sent to the challengers before and after events have taken place.
* Establish and develop database of key challengers to cultivate and keep engaged with our work (e.g., regular e-newsletters, invite to events).
* Develop case studies, vlogs, blogs, news pieces and profiles of the challengers for the website/social media as promotional/profile-raising activity.

**Community events:**

* Encourage people to organize their own fundraising events for bpf (e.g., Comic Relief, Children in Need) and develop an annual calendar of bpf community events.
* Create a webpage on the bpf website where people can register their own community events and download a bpf branded sponsorship form.
* Create a bpf toolkit on how to set up a community events for bpf: offering key tips on how to set up a personalised fundraising page; advice on legal and safety issues; ‘How To’ guides (e.g., how to organise a coffee morning, a charity ball, an auction, a raffle prise, a bucket collection etc).
* Create standardised cultivation collateral (e.g., Thank You letters, brochures etc) to be sent to participants before and after events have taken place.
* Establish and develop database of key individuals to cultivate and keep engaged with our work (e.g., regular e-newsletter, invite to events)
* Develop case studies, vlogs, blogs, news pieces and profiles of community events as promotional/profile-raising activity for website and social media.

**Corporate development:**

* Identify relevant corporates to approach whose Corporate Social Responsibility (CRS) policies and ethos align closely with the bpf’s priorities.
* Create a corporate cultivation plan, offering a suite of options for corporate support including corporate donation, corporate sponsorship and corporate partnerships.
* Create range of corporate partnership agreements for each of the above options.
* Maintain and develop corporate partnerships, encourage partners to organise fundraising events and invite them to be part of our wider work.
* Develop an understanding what the corporates’ interests are, how much they give, why they give.

**Administration**

* Manage a dynamic workload and respond to competing priorities.
* Work closely with the Director of Corporate Services and the Finance Team to ensure all income raised is restricted appropriately and dealt with efficiently and effectively.
* Provide regular activity and income updates to the Senior Management Team and Trustees.
* Maintain accurate records both on paper and through the CRM/database.

**Other tasks:**

* Create engaging fundraising content for emails, the website, social media, newsletters, and other communication channels.
* Take active part in individual supervision, identifying own training needs and developing and achieving agreed objectives.
* Adhere to all bpf policies and procedures including key policies concerned with safeguarding, data protection, health and safety.
* To embed the FREDIE (Fairness, Respect, Equality, Diversity, Inclusion and Engagement) principles through all your work and activities.

**Person Specification**

**Experience:**

* At least 3 - 5 years’ experience in income generation/fundraising within the education, membership and/or charity sectors. Advantageous (but not essential) to be familiar with psychotherapy, counselling and mental health services and provision.
* Advantageous (but not essential) to have a fundraising qualification and knowledge of fundraising law and charity commission guidelines.
* Experience and knowledge of raising funds from trusts and foundations and managing grant pipelines.
* Experience of donor development including knowledge of individual giving and donor motivations, setting up and managing donor agreements and effective stewardship.
* Experience of successful community fundraising including managing effective participation in challenge and community events.
* Experience of securing sponsorship from corporates and cultivating and maintaining corporate plans and relationships with the corporate sector.
* Experience in contract management, fundraising administration, overseeing budgets and project plans, reporting etc
* Experience of relevant software, channels, and customer/donor relationship management tools (CRMs) to build and manage fundraising campaigns.

**Skills:**

* Willingness to learn about the world of psychotherapy and develop knowledge of the bpf’s services, trainings and membership activities and ability to grasp the intricacies and complexities of what we do and deliver at the bpf.
* Develop sufficient knowledge and understanding of the bpf’s work, values and ethos to be able to support its communication, particularly to trusts and foundations, donors and general public audiences.
* Evaluation skills and ability to demonstrate impact to funders through data.
* Developing case studies, especially of beneficiaries (e.g., profiles, personas) and of activities funded.
* Good numeracy skills and experience of budget development, as well as proven financial acumen to comfortably evaluate financial information.
* Clear and confident communicator both orally and in writing in English.
* Strong IT skills including Microsoft Office products and other relevant software.
* Excellent marketing and communications skills including drafting relevant copy for websites, social media and other communication formats.
* Good partnership and stakeholder engagement skills including working bpf members and trainees, funders and donors.
* Excellent organisational skills and ability to undertake own administrative tasks.
* Able to present persuasively and influence decision making.
* Able to use initiative and judgement to proactively identify and resolve problems.
* Able to prioritise deadlines and work effectively under pressure.

**Personal attributes:**

* Must be personable – this role is very ‘front of house’, and you will have excellent interpersonal skills and the ability to develop strong working relationships with other bpf colleagues, bpf members and trainees, donors/ supporters, community groups, and funders.
* An interest and passion of fundraising, ideally for mental health/psychotherapeutic causes.
* A commitment to principles of Equality, Diversity and Inclusion (EDI).
* High attention to detail.
* High levels of self-motivation.

***BRITISH PSYCHOTHERAPY FOUNDATION***

**Main Terms & Conditions**

**Fundraising Manager**

**Terms and benefits of Employment**

**Job Title:** Fundraising Manager

**Accountable to:** Director of Academic and Strategic Development

**Salary:** £50,000

**Hours of work:** 35 hours a week, including some evenings and weekends

**Notice period:** One week during 6-month probationary period; 3 months thereafter

**Location of work:** Combination of ***bpf’s*** offices at 37 Mapesbury Road, Kilburn, London NW2 4HJ and home working

**Annual Leave:** 30 days plus Bank Holidays

**Pension:**  Employer 3%, employee 5%