Exeter Royal Academy for Deaf Education is committed to safeguarding and promoting the safety of children and young adults; as such an enhanced DBS disclosure is required. The Academy is committed to promoting diversity and inclusion for all its students and staff. Registered Charity No. 1124523.

Fundraising Appeal Manager
Corporate and Community
Salary range: £29,231 to £32,431

Closing Date Monday 28 August 2017
Interviews Wednesday 13 September 2017
Exeter Deaf Academy is about to embark on the most exciting chapter in its 190 year history as it prepares to build a world class new Academy in Exmouth.

This centre of excellence will change the lives of Deaf young people and their families.

So far, the Academy’s fundraising team have raised almost £2million towards this groundbreaking project. Some of the UK’s largest trusts and most influential individuals have already pledged their support. We are now looking for a fundraising manager with strong corporate and community experience to lead our public fundraising appeal.

Local engagement is critical in making the new Academy a reality. Our vision is to build a new school, a college and residential accommodation, but also to work with the local community to create Britain’s first truly deaf friendly town in Exmouth.

Your fundraising programme will not only raise vital funds, but will also provide valuable opportunities for people, organisations and businesses in the South West to engage with our vision.

Do you have the skills and experience to generate a groundswell of local support?

The successful candidate will have a proven track record in developing and delivering successful local fundraising campaigns, working with fundraising and communications colleagues, and volunteers, to deliver significant returns for important local causes.
Applications

To apply for this role please visit exeterdeafacademy.ac.uk/recruitment to download an application form, or e-mail mbryan@exeterdeafacademy.ac.uk.

Closing date for applications: Monday 28 August 2017
Interviews: Wednesday 13 September 2017

Terms and conditions:

37 hours per week, (applications for part time hours will be considered).

Permanent contract starting as soon as possible.

Benefits include 30 days annual leave plus bank holidays.
The Job Description of Fundraising Appeal Manager

Job Title: Fundraising Appeal Manager – Corporate and Community
Reporting to: Director of Development
Working relationships: Other members of the Development Directorate

Job Purpose:

1. To develop and lead a local fundraising campaign to secure £250k towards the Academy’s new build.
2. To develop sustainable local fundraising income streams to enable future initiatives.
3. To research, develop and implement a strategy for raising funds from local Corporate and Community sources.
4. To write and deliver compelling proposals, pitches, bids and applications for funding from Corporate and Community sources.
5. To line manage the Fundraising Coordinator
6. To work with the rest of the Fundraising team in producing fundraising promotional material.
7. Work as part of a Fundraising team, responsible for embedding an organisational ‘culture’ of fundraising within the Deaf Academy.
8. To represent the Academy with key supporters, funders, trustees and other key stakeholders.

The Management of Fundraising – In conjunction with the Director of Development and the other members of the Fundraising and Marketing team:

1. Maintain and further develop the profile for the Deaf Academy, including developing the case for support and a range of other materials and fundraising mechanisms that are tailored to potential donor audiences.
2. Develop and embed a culture of fundraising across the charity and implement the systems and controls to maintain its effective delivery.
3. Liaise closely with Education and Care leadership to ensure the level of student engagement with the appeal is managed and appropriate and adds to educational enrichment.
4. Develop and deliver a strategic plan to recruit and manage volunteers, working alongside HR and the Fundraising Coordinator.
5. Identify and exploit new fundraising opportunities and innovations.
6. Ensure effectiveness and efficiency across all fundraising streams in order to maximise return on investment.
7. Ensure the evaluation of all fundraising activities is carried out to a high standard and that learning is communicated and implemented.
8. Ensure records for potential and actual corporate donors are maintained accurately and promptly on the fundraising database.
9. Ensure systems for acknowledging donations promptly are robust and fit for purpose.
10. Work with the Marketing team to develop any fundraising promotional materials that are needed.
11. Assist in the maintenance of effective and compelling fundraising content on the Academy website.
12. Identify the appropriate social media channels in promoting the Academy’s fundraising work within the community and work alongside Marketing to develop creative campaigns to engage new supporters.
Develop and implement a strategy for raising funds from Corporate and Community sources

1. Develop a strategic plan to create a broad ‘community’ of corporate and community support and develop products and communication tools to enable this fundraising.

2. Research and identify potential income targets and create a pipeline of prospects from the corporate sector and from within the community

3. Understand prospective partners’ motivations with a view to maximising opportunities.

4. Develop a compelling case for support suitable for Corporate and Community partners.

5. Develop a portfolio of corporate and community clients, whilst developing relationships to ensure long term revenue streams for the Academy.

6. Successfully achieve the income targets set for funding from corporate partners, community groups, organisations and individuals.

7. Both lead on, and participate in, pitches and presentations to secure support.

8. Develop work plans and objectives with partners for mutual benefit.

9. Negotiate renewal of funding from existing partners to ensure agreed targets are met.

10. Develop stewardship reports for corporate supporters.

11. Work with the Director of Development to prepare sponsorship proposals which are creative and innovative while matching the objectives of the Academy.

12. Develop and manage an engagement events programme to enable fundraising from all income streams including Major Donor and Trusts.

13. Work with the Director of Development to develop and deliver other potential new fundraising opportunities.

14. Work with key Academy staff to obtain support for and involvement with fundraising activities

Communications and Representation

1. Develop strong working relationships with colleagues, trustees and governors, ensuring there is regular communication across the Academy and that fundraising plans are understood and supported.

2. Present a professional and positive image of the Academy to stakeholders.

3. Effectively engage and persuade individuals from all sectors to support the Academy’s fundraising objectives by working closely with the Director of Development and the Marketing Manager to create an integrated communications plan.

4. Form and maintain appropriate relationships and personal boundaries with children and young people.

5. Be committed to safeguarding best practice.
**Develop Staff Management**

1. Manage the Fundraising Coordinator effectively, providing appropriate support and monitoring of performance.

2. Conduct the yearly appraisal and development planning process for team member(s).

3. Conduct informal supervisions with team member(s) where appropriate.

4. In liaison with Human Resources (HR) identify and ensure that staff developmental needs are met.

5. In liaison with the Director of Development and HR, effectively deal with any employee relations i.e. sickness absence, whether on an informal or formal basis.

**Organisational Responsibilities**

1. To attend relevant internal and external meetings as required.

2. To participate in annual performance appraisals and undertake relevant staff development.

3. To be responsible for the health and safety of self and others.

4. To make secure all buildings on leaving the site.

5. To be responsible for promoting and safeguarding the welfare of children and young adults in accordance with the Academy’s Child Protection Policy & Procedures.

6. To provide cover in other areas as required.

7. To carry out any other appropriate duties requested by the Executive Principal and/or the Director of Development.

The above list is indicative and not exhaustive. The Fundraising Manager is expected to carry out all such additional duties as are reasonably commensurate with the role.

I accept this job description as a definition of the key responsibilities and duties of the post of Appeal Manager.

I appreciate that the above list is not indicative and exhaustive and that additional duties as reasonably commensurate with the role may be required of me.

Signed...............................................    Date.........................................

Print name.........................................
The Person Specification for the Fundraising Manager

The role of Fundraising Manager requires an experienced, ambitious, energetic and results orientated manager, with an impressive track record of fundraising within the voluntary sector.

Knowledge
1. Educated to degree level or equivalent. (desirable).
2. Fundraising qualification (desirable).
4. British Sign Language Level 2 or a commitment to achieve this (essential).
5. Understanding of the principals of Equality & Diversity and how these can benefit an organisation (desirable).

Experience
1. Significant experience of developing integrated corporate and community fundraising strategies with proven examples of successfully generating significant income (essential).
2. Line management of fundraising staff and volunteers (essential).
3. Proven experience of effectively managing a high performing and professional fundraisers (desirable).
4. Experience of recruitment, and staff development and appraisal processes (desirable).
5. Experience of working within an educational environment (desirable).
6. Sound knowledge of the broad range of fundraising income streams and techniques. (essential).
7. Experience of building successful relationships with business leaders (essential).
8. Experience of representing an organisation to key supporters, funders and stakeholders (essential).
9. Use of project management software and/or fundraising relational database (desirable).
10. Effectively using Digital Marketing i.e. social media as a fundraising tool (desirable).
11. Experience of sales/negotiation at a senior level (essential).
13. Experience of working with a range of partners across the charitable, private and public sector (essential).

Skills
1. Able to draft persuasive and professional cases for support and major funding bids (essential).
2. Excellent verbal and written communication skills, able to write concise papers and reports (essential).
3. Organised, able to create efficient and effective systems and processes (essential).
4. Observant and perceptive, able to identify funding opportunities (essential).
5. Good inter-personal skills, able to work effectively with people from a range of backgrounds (essential).
6. Confident presentation style (essential).

Abilities
1. Proficient in Microsoft Office and Database Management (essential).
2. Excellent planning, prioritisation and time management skills (essential).
3. Able to work flexibly to ensure deadlines are met (essential).
4. ‘Self-starter’, able to use initiative and manage own workload (essential).
5. Thorough demonstrable knowledge of donor relationship management (desirable).
6. Influencing and negotiating skills (essential).
8. Inter-personal skills, emotional intelligence (essential).
9. As a manager, the ability to deal sensitively with people issues (essential).
10. Able to operate as part of a team (essential).
11. An understanding of the aims and objectives of the Deaf Academy (essential).
Exeter Deaf Academy will relocate in 2019 to a new, purpose-built academy in Exmouth.

You can find further information at exeterdeafacademy.ac.uk/newbuild

Exeter Deaf Academy, 50 Topsham Road, Exeter, Devon, EX2 4NF
Registered Charity No. 1124523.