

## Fundraising Manager

### Job Overview

WMUK is looking for a proactive and self-driven fundraiser to lead on the creation and implementation of the charity's fundraising strategy, ensuring that the charity has a sustainable base to improve the lives of people affected by Waldenstrom's macroglobulinaemia (WM) and lymphoplasmacytic lymphoma (LPL), rare forms of blood cancer.

Leading on the delivery of fundraising activities, you'll be a self-starter who can hit the ground running. You'll be able to implement a strategy, whilst also quickly identifying and capitalising on opportunities as they come up, demonstrating flexibility and an ability to work in a fast-paced environment.

The role will also give you the opportunity to work alongside the CEO in the creation of a major donor programme, helping to support the growth of this important stream for the charity by managing relationships and shaping the nature of support these individuals receive.

As an adept relationship manager, you'll be able to speak and write persuasively to engage stakeholders long-term. You'll be experienced in working directly with beneficiaries and have an empathetic demeanour.

This is a fantastic opportunity for the right candidate to create something from the ground up, seeing tangible impact quickly.

### **Job description**

**Role:** Fundraising Manager

**Salary:** Dependant on experience £30-40K FTE

**Contract:** Flexibility for the right candidate

**Reports to:** Deputy CEO

**Place of work:** Remote/from home. Attendance at in-person team meetings (approx. but not limited to 2-3 a year) and external events required.

**Applications:** Please read through this pack to understand the role and the skills, experience and personal attributes we expect of a successful candidate. If you feel the role is right for you, please send in a cover letter detailing why you are the best fit for the role alongside your up to date CV to [info@wmuk.org.uk](mailto:info@wmuk.org.uk)

### Overview

We're looking for a self-motivated and creative individual to lead on all charitable fundraising, whilst working with the Chief Executive Officer (CEO) to manage the charity's major donor programme.

In a role that is both strategic and hands-on, you'll lead on developing a programme of fundraising that will meet WMUK's ambitious income goals and ensuring the charity has a robust platform from which to deliver its work.

The post-holder will have a strong track record of securing funding. You'll be a collaborative individual who can communicate persuasively with a wide range of stakeholders, and is able to proactively search for, identify, and act upon funding opportunities.

The Fundraising Manager will play a pivotal role in delivering the 'Sustainable Funding' pillar of WMUK's Strategy.

### **Key Duties**

#### **Income generation**

- Work with Deputy CEO to develop WMUK's fundraising strategy
- Be responsible for the fundraising budget and work with the Deputy CEO to set realistic yet ambitious annual fundraising targets
- Lead on the delivery of the fundraising strategy, creating a programme of work that will meet or exceed income generation targets
- Proactively search for and quickly identify any funding opportunities relevant to WMUK
- Support the CEO in creating and managing a major donor programme
- Create and implement a programme of stewardship for WMUK's one-off and regular givers that engages the community and encourages further/increased giving
- Manage the charity's Big Give Christmas campaign to maximise the opportunity of doubled donations, ensuring the charity meets or exceeds pledge and donation targets
- Work alongside the Community Support Navigator to support community fundraisers
- Manage and grow the charity's challenge events programme, namely 'Wheels for Waldenstrom's'
- Manage the charity's fundraising platforms, such as JustGiving and Memory Giving
- Launch and manage a legacy programme, to help potential givers learn how they can make an impact through their wills and giving them the means to do so simply

#### **Relationship Management**

- Build and maintain strong relationships with new and existing donors, from low to high level givers and fundraisers with the aim of encouraging repeat giving and wider engagement with the community e.g. sharing stories, volunteering, sharing knowledge, involving networks
- Be the main point of contact for corporate partnerships
- Connect and engage with a wide range of stakeholders at varying levels of seniority to build long-lasting relationships

- Create effective stewardship strategies for a variety of donors from low-level donors through to high-net-worth individuals and corporate or grant-making partnerships

### Communications

- Take ownership of fundraising communications
- Work with the Communications Manager to deliver compelling and engaging fundraising communications and appeals
- Manage relationships with mailing and fulfilment partners

### Other duties

- Alongside the Deputy CEO, manage the charity's database, Raiser's Edge, ensuring clean data and robust reporting on donors, potential donors, income and impact
- Ensure WMUK remains compliant and up to date with fundraising regulation
- Attend WMUK-run events when needed
- Adapt when necessary to fulfil the needs of the charity

### Personal Specification

Attribute	Essential	Desirable
<b>Skills and attributes</b>		
Fluent in spoken and written English	Yes	
Strong written and verbal communication skills to engage a wide range of stakeholders	Yes	
Strong IT skills	Yes	
Familiar with Microsoft 365 programmes	Yes	
Excellent telephone manner	Yes	
Familiar with and understands fundraising regulations and compliance	Yes	
Ability to work flexibly and demonstrable experience of balancing tight deadlines successfully	Yes	
Ability to work collaboratively whilst being a self-starter	Yes	
<b>Experience</b>		
A proven track record of achieving, and exceeding, fundraising targets from a range of sources	Yes	
Experience in building and maintaining relationships with donors ranging from low-level givers to high-net-worth individuals	Yes	
Budget development and management experience	Yes	
Management experience		Yes
Demonstrable experience of securing funding from grant-giving organisations		Yes
Experience of creating a fundraising strategy		Yes
Experience of using Raiser's Edge 7 or NXT		Yes

Experience of working with people living with or affected by cancer		Yes
Experience of working in a charity		Yes
Familiarity with giving platforms and how to maximise their potential		Yes
<b>Personal</b>		
Is empathetic	Yes	
Proactive and able to act on initiative when appropriate	Yes	
Adaptable in a fast-paced environment	Yes	
A team player	Yes	
Has same core values as charity	Yes	
Willingness to learn new things, and actively searches out areas of professional development	Yes	
Passionate about empowering patients to help them live fulfilling lives with WM/LPL	Yes	

## About WMUK

WMUK is the only charity in the UK focussed on supporting people with Waldenstrom's macroglobulinaemia (WM) and lymphoplasmacytic lymphoma (LPL), rare forms of blood cancer. Our vision is that people affected by WM/LPL live longer, good quality lives, being supported every step of the way by WMUK.

Our strategy focusses on:

- Being the **expert** voice, becoming the credible, leading-edge source
- **Harnessing** knowledge, data and evidence to drive equitable access and **improve** patient outcomes
- **Empowering** patients to live well with WM/LPL and **supporting** them throughout their experience
- Being a financially viable organisation with a **strong** foundation for achieving our goal

We take great care and pride in supporting our staff team, with a focus on flexible working and professional development. Our values are:

- **Caring:** We let others know we are always there for them and appreciate that everyone is different
- **Collaborative:** We seek connections, start conversations and build relationships, working together to solve problems
- **People First:** We do everything we can to equip, empower and challenge our people to accomplish great things on a regular basis
- **Learning:** We appreciate there is no end to knowledge and always chase it, in the pursuit of doing things better

## Benefits of working for WMUK

- 25 days of paid holiday (FTE), not including bank holidays
- 3 days of additional Christmas leave – our office closes between Christmas and New Year's Day, and these days aren't taken out of your annual leave allowance
- Flexible working hours – work your hours to suit your lifestyle; we do not have a long-hours culture
- Pension scheme – you'll be enrolled 3 months after your start date. Contribution is 4% employer / 4% employee. Opt-out if you prefer
- Home working – no need to pay out for commuting expenses and we'll provide you with the equipment you need to work efficiently from home e.g. laptop

### **To apply**

Please send a cover letter detailing why you are the right person for the role, alongside your up to date CV to: [info@wmuk.org.uk](mailto:info@wmuk.org.uk).