

JOB DESCRIPTION

Job Title: Regional Fundraising Manager

Department: Income Generation

Reporting to: Campaigns and Fundraising Manager

Location: Home Based in the geographical region

(With frequent travel across the region and to our Head Office in Cardiff)

PURPOSE OF ROLE:

The Regional Fundraising Manager will work proactively across their region to grow fundraising, awareness and support for Tenovus Cancer Care in the local community.

This role will also lead on the development and stewardship of our valued Patrons and Celebrity Supporters at the charity.

The post holder will be responsible for delivering the regional fundraising strategy within South West Wales. They will be responsible for recruiting, motivating and retaining Friends of Tenovus Fundraising Groups, regional corporates, third parties and volunteers. They will work to increase the amount and ways these individuals and groups contribute to the income and growth of the Charity.

MAIN DUTIES AND RESPONSIBILITIES

Strategic:

- Support the development and implementation of the fundraising strategy for corporate and community fundraising, focusing on cost-effective fundraising activities and growing support and income in their region.
- To provide monthly financial reports to the line manager detailing progress against objectives and KPIs and reporting on work undertaken.
- Recruit and retain new regional corporate partners in-line with agreed KPI's for the region.
- Recruit, manage, support and motivate Friends of Tenovus (FOT) volunteer fundraising groups in the area, ensuring they receive appropriate communication and support for their fundraising activities, in order to maximise their income generation.
- Plan and manage the local delivery of national campaigns, such as 'Breast Cancer Awareness Month' in the region, in order to hit agreed KPI's and income targets.

- Plan and manage community events such as our Christmas ‘Lovelight’ concerts and ‘Singathons’.
- Deliver presentations to community groups and new potential Tenovus Cancer Care supporters to raise awareness of who we are, building networks of well-informed and committed donors.
- Deliver projects and community fundraising activities that include local funding plans, local appeals and new business generation.
- Develop local fundraising volunteers and supporters, building long term relationships and maximising income.
- Be responsible for admin duties, ensuring that supporters are thanked and acknowledged, and the supporter database is accurately maintained, and up to date.
- Be responsible for the general health & safety at regional events, undertaking site visits and preparing risk assessments.
- To work in collaboration with other teams to support charity-wide activities such as the lottery, gifts in wills, regular giving, stock donation etc.
- Monitor and report back on local competitors as well as regional activities undertaken by larger competitors.

Financial Management:

- Work with your manager to produce annual phased budgets.
- Manage and deliver an agreed financial target for the region and contributing to the overall Corporate and Community Fundraising target.
- Provide monthly reports of activity, income and expenditure as a part of the management reporting process.

Working Relationships and Contacts

- Liaise with colleagues across the charity including the wider Fundraising Team, Retail, Communications, Services, Community Engagement, Sing with Us, Policy & Insight, Finance, P&D to maximise financial and non-financial opportunities from corporate contacts and add value to other areas of the charity.
- Work alongside the Campaigns & Events Managers to maximise opportunities from existing contacts.
- Support the Individual Giving Fundraising Manager to maximise opportunities through Legacy, Lottery, Raffle, Payroll and Regular Giving income streams.
- Maintain positive relationships with other departments to ensure the facilitation of good communication and team work in the spirit of our One Team, One Target ethos.

Patrons and Celebrity Supporters

- Liaise and build strong active relationships with our charity Patrons and Celebrity Supporters ensuring they feel valued and involved.
- Send key charitable updates on our achievements and initiatives.
- Work with the Fundraising Team and wider charity in providing engaging and interesting opportunities for our patrons and celebrity supporters to get involved.

- Develop a strategy to identify and recruit new charity patrons and celebrity supporters and to retain our existing support.

Other

- Keep up to date with news within the sector including competitor activity and latest trends.
- Represent Tenovus Cancer Care both internally and externally including hosting Service Visits when requested.
- Produce regular reports on activity to Fundraising and Campaigns Fundraising Manager, including updates against KPIs and objectives.
- Ensure that all activities meet Charity Commission requirements, the Charities Act, GDPR regulations and all other relevant statuses.

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge		
Experience of recruiting and retaining new business	●	
Experience of meeting and surpassing financial targets and delivering a budget	●	
Experience of working with, guiding and inspiring diverse groups of people	●	
Experience of working with well-known individuals such as those in the press and media world.	●	
Experience of identifying, researching and developing opportunities to ensure maximum income is raised and targets are met	●	
Experience of overseeing fundraising activity including the development and support of volunteers and all other resources		●
Experience of presenting information and giving engaging presentations or talks to various groups of people	●	
Experience at successfully managing or leading on an entire project or event that involves working with others	●	
Project & Event management experience within a fundraising setting		●
Experience and understanding of administration procedures	●	
Thorough understanding of relevant legislation/charity law affecting fundraising practice including Health and Safety.		●
Understanding of the voluntary sector	●	
Understanding of digital and online fundraising	●	
Membership of Chartered Institute of Fundraising		●
Skills, Aptitudes & Abilities		
Excellent inter-personal and communication skills with the ability to make people feel at ease	●	
Evidence of multi-tasking, meeting deadlines and working under pressure	●	
High levels of literacy and numeracy	●	
Strong presentation and public speaking skills	●	
Ability to build and sustain strong relationships with a diverse range of people	●	
Financial acumen	●	

Proven ability to plan, develop and achieve results from new ideas	●	
Strong attention to detail	●	
Strong organisational skills	●	
Legally able to drive in the UK on a full licence	●	
A willingness to work variable hours, with regular evening and weekend work and to travel within the UK.	●	
Able to communicate through the medium of Welsh or a willingness to learn		●

Prepared by: Fundraising & Campaigns Manager Date Prepared: 14th January 2025

FLEXIBILITY STATEMENT

In addition to the duties and responsibilities outlines, you must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity change the general character or level of responsibility to the post.

CONFIDENTIALITY

Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff etc. and to ensure that all information relating to the above is processed in accordance with the Data Protection Act 2018 and the EU General Data Protection Regulation ('GDPR')

COMPETENCE

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager.

RISK MANAGEMENT

It is a standard element of the role and responsibility of all staff within the Charity fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Charity have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Charity to meet its own legal duties and to report any hazardous situations or defective equipment.

SMOKING

All employees, whilst in Tenovus Cancer Care's employment, are required to adhere to the Charity's no smoking policy. Any breach of this policy will be deemed as gross misconduct.

WORKING WITH VOLUNTEERS

All employees, whilst in Tenovus Cancer Care's employment, may be required to recruit and manage volunteers. This is an expectation for all roles at Tenovus and full support will be provided by Tenovus' Volunteering department.

EQUAL OPPORTUNITIES

The Charity is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. All employees are expected to promote equal opportunities for staff and clients in accordance with the Charity's Equal Opportunity Policy and Procedure.

VALUES

The charity works within a culture that reflects the following values – Integrity, Supportive, Inclusive, Innovative and Collaborative. All employees are expected to demonstrate and reflect these values in their day to day activities.