**www.sufra-nwlondon.org.uk**

**Registered Charity No. 1151911**

**Fundraising Manager**

**Salary: £32,000-£35,000 per annum on a pro-rata basis  
Hours: 32 – 40 hours/week (negotiable, with flexible working available)**

**Occasional evening and weekend work may be required**

**Annual Leave: 4 Weeks + statutory holidays on a pro-rata basis**

**Responsible to: Director**

**Responsible for: Marketing & Communications Officer & Fundraising Volunteers**

**Location: Stonebridge, London Borough of Brent**

*Sufra NW London is a Community Hub that provides a lifeline to people in crisis – including families living in extreme poverty and people who are vulnerable, homeless or socially isolated. We provide them with the food and support they need to survive, empower them to learn new skills and improve their wellbeing, and help them to find work and become financially stable.*

We are recruiting a Fundraising Manager to oversee the design and delivery of our Fundraising Strategy and lead on all bid writing proposals, community fundraising and marketing activities. You should have excellent written and oral communications skills, a strong track-record of grant fundraising and ideally some experience in event planning and management. Through your activities, you will be able to convey the charity’s passion and commitment to supporting vulnerable people and demonstrate the impact of our interventions in transforming the lives of beneficiaries.

This is an immensely rewarding role working in a dynamic charity built on an ethos of sharing, hospitality and inclusivity. We are looking for an exceptionally committed individual who is willing to go the extra mile and has flexibility to work during evenings and weekends when necessary. He/she will show flair in fundraising from multiple sources, building donor relationships and strengthening the charity’s database of sponsors and supporters.

This is a fulltime position but we will consider a shorter working week (between 32 – 40 hours a week) with flexible working for the right candidate. The post is offered on an initial 12-month contract. Subject to performance, there is the possibility of renewal.

**To apply for this role, please submit a CV, a Covering Letter and an Equal Opportunities Form (available on our website) by email to** [**admin@sufra-nwlondon.org.uk**](mailto:admin@sufra-nwlondon.org.uk)**.**

Alternatively, if you are applying through Charity Job, you can upload these documents to their website.

We will NOT accept standalone CVs for this role.

**The deadline for applications is Wednesday 25 September 2019 at 5pm, with interviews on Thursday 3 October 2019 and Friday 4 October 2019.**

**More about Sufra NW London Page 3**

**Job Description Page 4**

**Person Specification Page 6**

**More about Sufra NW London**

Based in the London Borough of Brent, our core work focuses on providing emergency food aid to vulnerable individuals and families. However, the food aid we provide acts as a gateway to enable our service users to access a wider range of programmes and activities designed to address the root causes of poverty and homelessness.

Our services include:

* **Food Bank:** Last year, we distributed emergency food aid to around 9,500 recipients who cannot afford the basic cost of living. Access is strictly by referral from one of our 60 registered local referral agencies.
* **Community Kitchen:** We serve a freshly cooked three-course vegetarian meal every Friday evening. Referrals are not required; the service is open to the community. Last year we served over 2,000 meals, mainly to people who are homeless, socially isolated, or food bank users
* **Welfare Advice Service:** Our Advice Worker helps people address the underlying problems that led them to our Food Bank – such as benefit disruptions, housing problems and other financial difficulties.
* **Food Academy:** An AQA accredited 6-week cookery course that teaches young people about nutrition and healthy eating as well as food preparation and kitchen skills. The course is designed to increase community cohesion, reduce social isolation and improve health and wellbeing
* **Refugee Support:** Our Refugee Resettlement Programme helps refugees and asylum seekers access the housing, healthcare, training and jobs they need to build a new life in the community.
* **Employment Training:** We regularly run accredited courses designed to empower the long-term unemployed to find work by gaining professional skills and experience.
* **St. Raphael’s Edible Garden:** We’ve turned an abandoned space on the estate into a Community Garden, where we offer horticulture courses and volunteering opportunities for local residents and people with additional mental/physical health needs. The space includes a tipi, a wildlife pond, a chicken coop, an orchard and an abundance of raised growing beds.

Each of these services is designed to lead vulnerable people on a personal journey from crisis to economic stability, social inclusion and active participation in the community. We rely heavily on our team of around 100 dedicated volunteers to ensure that we can deliver our services, and we work closely with many faith communities, schools, businesses and voluntary sector organisations that support our work.

**Job Description**

**Main Duties & Responsibilities**

*Develop, deliver and manage Sufra NW London’s fundraising and income generation activities, with particular focus on community fundraising, bid writing and marketing.*

**Strategy & Planning**

* Review and update the charity’s fundraising strategy addressing all relevant donor audiences and fundraising methods and techniques.
* Develop a fundraising action plan and timetable, ensuring the strategy is put into action.
* Agree and deliver realistic and achievable fundraising targets in line with the charity’s strategic goals.

**Trusts, Foundations & Corporate Sponsors**

* Initiate and build relationships with new and existing trusts, foundations and corporate sponsors and match potential funding opportunities to specific services, projects and activities.
* Prepare detailed, accurate and inspiring proposals, applications and bids in line with funding guidelines and policies.
* Support staff in preparing and submitting effective monitoring and evaluation reports to funders in a timely fashion.
* Support staff to manage grant funds in line with grant spending and reporting requirements.

**Project & Event Management**

* Plan, deliver and coordinate an annual schedule of community fundraising events, digital appeals and fundraising campaigns, including the charity’s gala dinner.
* Engage new and existing supporters to participate in sponsored and ticketed events, such as the #FoodParcelChallenge

**Donor Management**

* Develop and update a supporter database to track donation patterns and assist with new fundraising opportunities.
* Maintain existing relationships with committed donors and provide stewardship to ensure their ongoing support.
* Create new and innovative ways to increase and retain donors and regular supporters.

**Marketing & Outreach**

* Design new marketing materials to promote the charity’s services, activities and projects, including a range of fundraising packs for schools, businesses and the general public.
* Develop strong community relationships with partner charities, local schools, university students and faith communities and engage them in fundraising and volunteering activities.
* Draft press releases and engage local media in promoting the charity.
* Enlist a number of high-profile patrons and ambassadors to promote the charity.

**Digital & Social Media**

* Develop and implement a digital media strategy to engage and grow audiences.
* Update the charity’s website content and prepare and manage regular output on social media channels.
* Monitor and track performance across all digital media channels.

**Other**

* Recruit and develop a team of fundraising volunteers to help with marketing, outreach and event management.
* Produce regular progress reports for the Director and the Board of Trustees.
* Undertake any other reasonable duties to support the operations of the charity.

**Person Specification**

Please ensure that your application clearly demonstrates how you meet all the essential criteria specified below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Competency** | **Specification** | **Essential** | **Desirable** |
| **Education** | Educated to degree level or equivalent qualification and/or relevant work experience for at least 3 years | ✓ |  |
|  | Relevant fundraising qualification |  | ✓ |
| **Experience** | Developing fundraising strategies and operational plans that engage diverse audiences |  | ✓ |
|  | Preparing successful funding proposals for a wide range of trusts, foundations, statutory agencies, lottery funders and corporate bodies | ✓ |  |
|  | Creating and managing budgets for services, projects and events |  | ✓ |
|  | Monitoring and evaluating outcomes |  | ✓ |
|  | Managing and supervising staff and volunteers |  | ✓ |
|  | Community fundraising and donor solicitation | ✓ |  |
|  | Project and event management |  | ✓ |
|  | Developing and publishing social media and website content |  | ✓ |
| **Knowledge** | Trusts, foundations and lottery funders | ✓ |  |
|  | Current fundraising landscape | ✓ |  |
| **Skills & Abilities** | Excellent written and oral communication skills | ✓ |  |
|  | Advanced ICT skills | ✓ |  |
|  | Graphic and web-design skills |  | ✓ |
| **Attitude** | Positive, friendly and hard-working | ✓ |  |
|  | Commitment to the values of Sufra NW London | ✓ |  |

The post is subject to a probationary period of 6 months.