



www.sufra-nwlondon.org.uk

Registered Charity No. 1151911

Fundraising Manager

Job Description & Person Specification

Salary:	£30,000-£35,000 per annum on a pro-rata basis
Hours:	32 – 40 hours/week (negotiable, with flexible working)
Annual Leave:	5 Weeks + statutory holidays on a pro-rata basis
Responsible to:	Director
Responsible for:	Bid-writer and Communications Officer
Location:	Stonebridge, London

Sufra NW London provides food aid, welfare advice and training to people in crisis, whilst working with the wider community to address the causes and consequences of poverty. We offer a lifeline to families living in extreme poverty and people who are vulnerable, homeless or socially isolated. This is an exciting period of growth and development for the charity, which plays a key role in in Brent's voluntary sector and works closely with a wide range of stakeholders including the Council.

We are currently recruiting an experienced 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 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). The successful candidate will be able to work flexibly around caretaking responsibilities and will be able to work from home on agreed days.

To apply for this role, please submit your CV and a Covering Letter by email to admin@sufra-nwlondon.org.uk and complete an online [Equal Opportunities form here](#). We will NOT accept standalone CVs for this role.

We will be interviewing candidates on a rolling basis as we receive applications. The final deadline for applications is 9am on **Monday 1 November 2021.**

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About Sufra NW London

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.

Our core work focuses on providing emergency food aid through our Food Bank and Community Kitchen, but these are gateway services that enable our service users (we call them guests) to access a wider range of services and activities designed to address the root causes of poverty and homelessness. Our services include:

- **Food Bank:** Last year, we provided emergency food aid to around 5,000 people who cannot afford the basic cost of living. Access is by referral from one of our 90 registered referral agencies.
- **Community Kitchen:** We serve a freshly cooked three-course vegetarian meal every Friday evening (pre-covid), mainly to people who are homeless, socially isolated, food bank users or those in debt or claiming benefits. Referrals are not required; the service is open to the community.
- **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. The support we provide is ongoing and tailored to the needs of the individual – no matter how long it takes.

- **Food Academy:** This is 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 the health and wellbeing of the families we support.
- **Refugee Support:** Our Refugee Resettlement Programme helps newly arrived refugees and asylum seekers access the housing, healthcare, training and jobs they need to build a new life in the community. We offer cultural trips, access to ESOL classes, support groups, orientation classes and events to improve integration and independence.
- **Employment Training:** We often run programmes designed to empower the long-term unemployed to find work by gaining professional skills and experience. Our accredited courses also help with CV writing, work experience and finding work.
- **St. Raphael's Edible Garden:** We've worked with local residents to turn 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 teaching tipi, a wildlife pond, a chicken coop (with 20 egg-laying hens), an orchard and an abundance of raised beds for growing vegetables and fruit.

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 have an amazing team of dedicated volunteers who support us in delivering our services, and we work closely with faith groups, schools and voluntary sector organisations who provide a wide range of additional support.

Job Description

Main Duties & Responsibilities

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

Strategy & Planning

- Work with the director to review and update the charity's fundraising and communications strategies to ensure they are comprehensive, effective and meet the current needs of the charity.
- Work with fundraising and communication staff to develop action plans and timetables for both areas of work, ensuring these plans are put into action and achieve their objectives.
- 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.
- Engage new and existing supporters to participate in sponsored and ticketed events, both online and in person, such as the #FoodParcelChallenge

Donor Management

- Develop and update a supporter database to communicate more effectively with donors, 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

- Oversee the design of 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.
- Oversee the implementation of a digital media strategy that covers the use of our website and social media channels, ensuring that we are engaging and growing our audience.
- 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.

Other

- Provide effective line-management, leadership and support to the Bid-Writer, Communications Officer, volunteers and others as required.

- Produce regular progress reports for the Senior Leadership Team 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	✓	
	Experience in (one or more of) fundraising from trusts and foundations, corporates, and/or community fundraising.	✓	
	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.