

Fundraising and Events Manager

City of Chelmsford Mencap is seeking a proactive and experienced Fundraising and Events Manager to take a lead role in its ambitious plans for development. You'll work in a supportive team and become part of a diverse and inclusive community that is committed to championing the rights and abilities of people with a learning disability. You will have the opportunity to be creative and innovative in producing fundraising initiatives and events, and will gain immense job satisfaction making a positive difference to our service users, charity and the wider community.

TERMS OF EMPLOYMENT

Reports to: Adults' Services Manager
Hours: part time contact – 20 hours per week
Pay: £9.40 per hour
Due to the nature of the role, activities may fall outside normal working hours and take place at evenings and weekends.
As the role requires direct contact with vulnerable adults, it is subject to an enhanced Disclosure and Barring Service (DBS) check before an appointment can be confirmed.

BACKGROUND

City of Chelmsford Mencap (CCM) is a local, independent charity established in 1951. The charity supports people with a learning disability and their carers across mid-Essex, providing vital lifelong learning, social opportunities and information and support. As a 'local Mencap' the charity is affiliated to Royal Mencap but receives no funding from the national organisation or central government. CCM is an award winning charity recognised for its high quality services and innovative approach.

SUMMARY OF ROLE

To develop and lead an ambitious fundraising strategy and calendar of events which effectively promotes and supports City of Chelmsford Mencap's mission and objectives. To effectively manage the gift-giving, fundraising and events processes from inception to delivery and evaluation. To promote the needs, potential and achievements of people with a learning disability, and their carers.

KEY RESPONSIBILITIES

Develop and lead an ambitious fundraising strategy to generate income:

- Leverage opportunities for partnership and support that already exist within the CCM community, including current donors and volunteer ambassadors
- Develop all key fundraising strands (including public donations, major donors, corporate giving and legacy fundraising) and creative new fundraising events to diversify income
- Identify and nurture fundraising opportunities and strategic alliances with key partners, donors and supporters to facilitate the achievement of strategic aims
- Create, produce and promote annual fundraising and event programmes, including developing custom opportunities for co-production and sponsorship with other organisations, businesses and creatives
- Manage events from the planning stage through to delivery, including ensuring staff, volunteers and service users receive the relevant support, guidance and leadership.

- Develop and maintain a database to record and manage the profile and gifting activity of donors.
- Develop a directory of useful contacts for events, including local organisations, venues, vendors and entertainers.
- Analyse this data to enable focused donor relationship marketing programmes
- Research potential donor demographics to gain insight into needs, beliefs and donation habits to understand how to expand and cultivate the donor database
- Build and maintain relationships with donors and supporters, feeding into a comprehensive communication plan to maximise income generation through fundraising and events, and build awareness and reputation of the Charity
- Agree and manage fundraising and events budgets and ensure targets are met
- Analyse the performance of all fundraising activities to identify effectiveness, efficiency and future opportunities. Produce detailed, comprehensive reports on fundraising and events activity and present these at Board of Trustee level
- Ensure the Charity's resources, policies, processes and licenses are in place to deliver the fundraising and events strategies in compliance with the Fundraising Regulator and GDPR
- Work with the Finance team to aid budgeting, compliance and cost efficiency
- Work with the Volunteer Co-ordinator and Services Manager to coordinate staffing of events
- Work with the Services Manager and senior support staff to enable appropriate participation in fundraising and events by service users and families

PERSON SPECIFICATION

City of Chelmsford Mencap is seeking a positive, motivated and proactive individual with considerable expertise in the charity sector. Previous fundraising experience is crucial, as the Charity seeks to consolidate and build upon our current programme of events and giving.

Essential Knowledge and Experience

- Commensurate experience in managing people, marketing, budgets and databases
- Track record of developing and maintaining stakeholder relationships
- Event management skills and experience
- Robust working knowledge of applicable fundraising and marketing legislation
- Exemplary written and verbal communication skills
- Ability and experience in writing Cases for Support and crafting stories that inspire and engage supporters.
- Strong IT skills including intermediate MS office
- Ability to show initiative in problem solving when dealing with novel, unexpected or conflicting demands
- Understanding of regulations around fundraising and income generation
- Understanding of and ability to record and demonstrate impact, including competency in using financial data as key performance indicators
- Full driving licence

Essential Attributes

- Appreciation of CCM's mission and objectives
- Excellent organisational abilities and attention to detail
- Creative, solution-focused and resourceful to complete work quickly and to a high standard
- Willing to get involved in all aspects of a project when necessary
- Understanding of and commitment to diversity and inclusion
- Sensitive when dealing with vulnerable clients
- Self-starter able to hit the ground running and manage own workload
- Strategic thinker with 'can-do' attitude
- Multi-tasker accustomed to prioritising work schedules and working to tight deadlines
- Good team worker

Desirable

- A fundraising or marketing qualification
- Successful track record as a multi-disciplined fundraiser with experience across different income streams
- Experience of creative applications e.g. MS Publisher, Adobe Creative Cloud, Canva

Applications, including a CV and covering letter may be sent to:

events@cityofchelmsfordmencap.co.uk
