

# JOB DESCRIPTION



<b>Job Title</b>	<b>Senior Fundraising Manager, Companies &amp; Trusts (Healthy &amp; Sustainable Diets)</b>
<b>Reports to</b>	Director of Fundraising
<b>Responsible for</b>	Healthy & Sustainable Diets Fundraising team
<b>Location</b>	Bristol
<b>Department</b>	Development

<b>Purpose of the role</b>	<p>To develop and deliver a fundraising strategy to reach financial targets and grow income from charitable trusts, statutory funders and companies</p> <p>To create opportunities to build meaningful relationships with existing supporters, and to explore all opportunities to grow income from charitable trusts, statutory funders and companies</p> <p>To create and lead the trust and statutory fundraising strategy for the Soil Association</p>
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<b>Key responsibilities</b>	<p><b>Strategy development and delivery</b></p> <ul style="list-style-type: none"> <li>• Develop and implement the fundraising strategy to reach the financial targets, grow the pool of corporate and trust funders and maximise income for Healthy &amp; Sustainable Diets programmes and projects</li> <li>• Alongside the Fundraising Director develop the strategy to significantly grow trust and statutory income over the longer term (3-5 years)</li> </ul> <p><b>Relationship management</b></p> <ul style="list-style-type: none"> <li>• Develop and implement a cultivation and stewardship strategy that will inspire trusts and companies to support the Soil Association</li> <li>• Use CRM to manage the portfolio of corporate and prospects, and prioritise prospects using a pipeline</li> <li>• Develop engagement strategies for all prospects and funders</li> <li>• Work with the Head of Business Development and Associate Director to identify new funders for HSD programmes and projects</li> <li>• Work with the senior leadership team, Board of Trustees and stakeholders to identify and grow prospect pool</li> <li>• Develop and lead relationships with a portfolio of corporate and trust funders and prospects to secure income</li> <li>• Manage the fundraising team to maximize unrestricted income from companies and trusts</li> </ul> <p><b>Budgets and Finance</b></p> <ul style="list-style-type: none"> <li>• Work with the Director of Fundraising and HSD Associate Director to develop annual fundraising income and expenditure budget</li> <li>• Manage reforecast budgets and monthly income and expenditure budget</li> <li>• Work closely with the Snr Fundraising Manager (Farming and Land use) to explore and maximise the potential of all trust and corporate fundraising opportunities</li> <li>• Work with teams across the charity to raise the profile of fundraising</li> <li>• Maintain up-to-date knowledge of best practice fundraising, code of fundraising practice, and trends in corporate fundraising</li> </ul>
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<b>Qualifications</b>	Educated to degree level or equivalent experience
<b>Knowledge &amp; Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Substantial experience of planning and developing fundraising strategies</li> <li>• Proven track record of securing 5 and 6 figure sums from companies and/or trusts</li> <li>• Proven track record of meeting and exceeding financial and key performance targets</li> <li>• Experience of representing organisations externally and networking at the highest levels</li> <li>• Proven ability to communicate effectively and persuasively both verbally and in writing</li> <li>• Familiar with fundraising best practice and legislation</li> <li>• Experience of managing and leading fundraising teams</li> <li>• Experience of using a database as a relationship tool</li> </ul>
<b>Personal qualities &amp; skills</b>	<ul style="list-style-type: none"> <li>• Results driven</li> <li>• Strategic thinker and able to create clear fundraising delivery plans</li> <li>• Strong team leader able to build and inspire a team to deliver with pace</li> <li>• A brilliant collaborator and effective communicator</li> <li>• Able to make effective high-level decisions</li> <li>• Strong influencing and negotiating skills</li> <li>• Excellent and confident communication skills</li> <li>• Able to work under pressure and to meet deadlines</li> <li>• Good project management skills</li> <li>• Excellent interpersonal skills</li> <li>• Empathy with and understanding of the aims and objectives of the Soil Association</li> </ul>
<b>Other</b>	Able to travel in the UK and available to work occasional evenings and weekends for meetings and events
<b>Document Control</b>	JDSA1289
<b>Date</b>	September 21