



<b>Job Title:</b>	<b>Fundraising Manager</b>
<b>Location:</b>	<b>Home based, but with the necessity of travel</b>
<b>Reports to:</b>	<b>Chief Executive</b>
<b>Salary:</b>	<b>£32,000 to £38,000 dependent on experience</b>
<b>Hours:</b>	<b>37.5 hours per week</b>
<b>Contract:</b>	<b>Permanent, full time</b>

### **Purpose**

This is an exciting time for the newly established Switch the Play Foundation. Having operated as a social enterprise for 4 years and building a trusted and credible reputation for delivery, Switch the Play has recently converted to charitable status. The Fundraising Manager will be expected to work closely with the Chief Executive to lead and implement the fundraising strategy for the charity.

The role will be joining the small team at the Switch the Play Foundation and presents an exciting opportunity for someone to play a key role in helping make a significant difference to supporting the positive transition of sports people to life outside of sport. The role brings with it stimulating opportunities for continued professional development enabling the role holder to further grow our fundraising work.

You will be responsible for planning, supporting and leading activities to engage new and existing funders. You will be responsible for meeting income targets by using various techniques to generate donations from sources such as corporate relationships, philanthropy including high net worth individuals and trusts and foundations, and individual giving.

We are looking for a highly motivated, visionary and innovative individual, with a strong set of values aligned to those of the Foundation. This is an exceptional opportunity for an individual to join a unique and thriving organisation which is passionate about making positive change in the lives of professional sports people.

Switch the Play is committed to creating a safe working environment. All recruitment is undertaken in line with our Safer Recruitment Policy. We are committed to Equal Opportunities for all and welcome applications from all suitably qualified individuals regardless of race, gender identity, biological sex, disability, religion/belief, sexual orientation or age.

To apply please send a cover letter and copy of your cv to [rob.young@switchtheplay.com](mailto:rob.young@switchtheplay.com). We are also happy for candidates to submit additional information about their suitability for the role through a video or creating a Wake via <https://wakelet.com>.

**Closing date for applications: 5pm on Wednesday 5<sup>th</sup> August.**

Interviews to be held week commencing: 24<sup>th</sup> August.

### **Responsibilities**

The day-to-day role of the Fundraising Manager will involve:

#### **Fundraising strategy**

- Lead on the implementation of our fundraising strategy which will maximise income generation from a range of sources, with a particular focus on corporate and philanthropic fundraising.
- Monitor and evaluate the success of all communications and fundraising activity and to use this learning to inform and shape the future of our activity in this area throughout the organisation.

### **Fundraising partnerships**

- Responsible for identifying and developing a pipeline of prospective high value and potential high value supporters across income streams through market and prospect research; high quality proposal and presentation writing
- Build relationships with major donors or companies with a view to establishing and maintaining fundraising initiatives
- Lead on the cultivation and stewardship of supporters, including the account management of partnerships with businesses ensuring major donors or companies are happy with their donation scheme and are kept informed of progress and key milestones
- Work with other organisations to maximise joint fundraising opportunities.

### **Recruiting, organising and inspiring volunteers**

- Help to recruit, manage, retain, and develop a network of senior volunteers to support fundraising activities, ensuring they have a clear understanding of the services that Switch the Play provides and the benefits for the people we support.

### **Events**

- Help to plan, organise and hold fundraising events led by Switch the Play
- Seek corporate gifts and sponsorship for major charity fundraising events.
- Provide guidance and help to supporters when planning their own events
- Attend fundraising and other events as required
- Work to maximise benefit from places purchased at challenge events.

### **Researching fundraising opportunities and writing grant applications to charitable trusts or statutory bodies**

- Research fundraising opportunities.
- Ensure the regular submission of effective and high-quality grant and trust applications and evaluation reports.

### **Administration**

- Create and maintain income pipelines aligned to income targets, prepare regular reports and contribute to monthly management information.
- Develop and maintain supporter database, ensuring that records are up to date, complete and stored and used in compliance with relevant legislation and regulatory requirements
- Contribute to the creation of compelling and persuasive written and verbal communication to produce high quality fundraising materials, pitches and presentations which convince funders to support the charity's work.
- Contribute to the creation of fundraising materials and resources
- Acknowledge donations appropriately; write effective thank you letters
- Working with our marketing and communications lead to ensure we use media effectively to create and deliver insightful and engaging communications and drive key messaging
- To ensure ethical, best practice and compliant fundraising activities; stay up to speed with best practice within fundraising and the charity sector; identify areas of compliance, new areas of opportunity and innovation within the sector.
- Liaise regularly with colleagues to ensure an up-to-date knowledge and understanding of programmes, impacts, outcomes and potential.

### **Key skills**

Key skills you will need include:

- Exceptional verbal and written communication skills.
- Strong interpersonal and networking skills - ability to represent the Foundation's vision, strategy and activity at high levels with the confidence to galvanise support of Trustees, colleagues and supporters
- Research skills - you will need to be good at researching and devising strategies, as well as spotting and taking advantage of donation opportunities
- Team working abilities - you need to be adept at working with others, whether they be internal colleagues, or partners.
- Strong budget management skills.
- Database management and IT skills.
- Self-starter— able to develop and deliver on plans with minimal direction; proactive and confident in using own initiative and prioritising workloads.
- Creative thinking and problem solving.

### **Experience**

We are looking for somebody who can demonstrate:

- Ideally a minimum of 3 years of experience as a fundraiser, including major donor fundraising, with a proven track record of developing relationships and converting prospects including planning and managing donor journeys through meetings, events and regular communications.
- A keen interest in, and commitment to, the Switch the Play cause.
- Experience of researching income opportunities and database management.
- Background in identifying and presenting new prospect opportunities, including producing fundraising collateral.
- Sound knowledge of fundraising techniques and processes and of what motivates donors.
- Experience of using CRM systems for fundraising, or directly equivalent.