

Job Description

Job Title:	Public Fundraising Manager		
Hours:	Full-Time	Status:	Permanent
Accountable to:	Head of Fundraising		
Remuneration: Per annum	£38,000	Responsible for:	Community Fundraiser
Location:	Oxfordshire (countywide) – offices at O’Hanlon House, Luther Street and Cowley Road. Visibility across all sites required. Flexible working arrangements considered.		
Date produced:	15/02/2023	Date for review:	15/02/2024

About us:

Homeless Oxfordshire Ltd is a registered charity working across the county with people who are facing homelessness. We provide a range of accommodation with access to high quality support, offering a safe and welcoming space for people to take control of their own lives.

We strive to provide a greater level of psychologically informed support in the right environments for some of the most vulnerable people across the county. In order to achieve this a large part of our future plans involve the acquisition of new properties and the development of existing accommodation.

Main purpose of job:

This is a vital role in delivering our fundraising strategy and goals. You will be responsible for:

- Raising income from individuals, community groups, events and legacies.
- Increasing the volume and value of our supporter relationships, engaging new audiences and driving sustainable income growth
- Delivering fantastic supporter journeys and supporter experience
- Contributing to the overall implementation of the Fundraising team’s objectives

Our Values:

Homeless Oxfordshire strives to be effective, appropriately challenge people and systems, inspire clients, our partners, and each other. We are responsive to need and compassionate. Above all we are brave and will not give up on people that society may have left behind.

What we offer

We believe in our people and empower them to deliver the best services and outcomes for our clients. In addition to 26 days annual leave days per year plus bank holidays (increasing incrementally up to 30 days at 5

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year's service), we have an extensive list of benefits that include: Employee Assistance Programme, Cycle to Work, pension scheme, retail discounts, eyecare vouchers, free lunch at our OHH location and development opportunities.

Main Areas of Responsibility:

Income Generation

- Lead on raising income to an agreed target, through acquisition, development and retention of individuals and community groups and delivery of events, as agreed with the Head of Fundraising and Communications

Strategy

- Work closely with the Head of Fundraising and Communications to build and deliver a highly effective, sustainable, audience-centred public fundraising and supporter experience plan.
- Engage in market and supporter insight to inform decision-making and development of new activity/products
- Develop a good understanding of our supporter base, their motivations and behaviours. Use our CRM database and data analysis and insights to inform the development of new fundraising campaigns and products
- Take the lead role in the development of effective supporter journeys
- Lead the design and delivery of individual giving and community and event programmes to drive supporter acquisition and retention
- Play a lead role in developing digital fundraising capabilities
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Operational Delivery

- Be responsible for the setting and managing of public fundraising budgets, targets and KPIs. Report on progress, trends and take action when required. Analyse results and evaluate activity to inform future plans.
- Work collaboratively to ensure that all income generation activity is integrated and opportunities for cross-team working are maximised
- Develop processes that enhance the team's capacity, efficiency, and ensure effective fundraising
- Manage external partners and agencies involved in fundraising delivery, ensuring due diligence, high quality and effectiveness
- Ensure the highest standard of supporter experience in order to make the most of every interaction
- Ensure legal and regulatory compliance across all areas of the public fundraising portfolio, including the Fundraising Code of Practice, data protection and Gift Aid. Model best practice and coach team member as required.

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Leadership

- Be an effective and supportive line manager to all direct reports, currently comprising a Community Fundraiser
- Provide management information for SMT and the Board of Trustees as requested and attending meetings when required
- Build positive working relationships with all internal and external stakeholders
- Represent the charity at external meetings as and when required
- Engage with the wider charity sector, learning from peers and sharing best practice.

General Duties:

- Compliance with Homeless Oxfordshire's policies and procedures
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best
- Contribute to the work of the broader team
- Responsible for the effective use of financial and other resources Be prepared to work evenings and weekends, as the job reasonably demands

Safeguarding statement:

Homeless Oxfordshire is committed to safeguarding and promoting the welfare of all adults, children and young people who are at risk of harm and that come into contact with our services. We believe that all adults, children and young people have an equal right to protection from abuse, regardless of their age, race, religion, ability, gender, language, background or sexual identity and consider the wellbeing of the vulnerable adult, child or young person is paramount. As a result, we have a robust safeguarding policy to ensure everyone is treated fairly and a whistleblowing policy to enable people raise any concerns confidentially.

We expect everyone (staff, trustees, associates, volunteers and anyone working on behalf of the Company) to share this commitment and read, understand and adhere to this policy and related procedures.

Equal Opportunities

We employ people on the basis of their abilities. We strive to attract and develop talent that is representative of our clients and all sections of the society, and do not discriminate based on of age, faith, disability, race, gender, sexuality and socio-economic, regional or cultural background.

If you are shortlisted and need us to make any adjustments to help you attend for interview, please let us know.

Person Specification:

Factors	Essential	Desirable	Recruitment Selection Method (Application, Interview, Assessment)
Work background and experience	<ul style="list-style-type: none"> • Experience of at least one Individual Giving income stream (DM, In-mem, Lottery, Legacy, Regular Giving, Digital, Individual donations) • Experience of developing propositions and asks • Experience of using data to inform decision making • Experience of developing and implementing donor pathways and/or stewardship plans. • Implementing public fundraising plans, including creating and monitoring KPIs • Setting and managing budgets, reporting on progress and taking decisions to resolve issues • Demonstrable commitment to collaborative teamwork 	<ul style="list-style-type: none"> • Working in a homeless charity. • Developing, testing and launching new fundraising/income generating products • Creating and delivering digital fundraising campaigns and activities • Working with Raiser’s Edge • Managing a lottery • Event fundraising experience • Legacy fundraising experience • Community Fundraising experience • Managing people experience 	Application and Interview
Skills and aptitudes	<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences. • Ability to be self-motivated, with a proactive approach to problem solving. • An understanding of data management and reporting, including data protection • Ability to persuade and influence, at senior levels • Excellent planning skills and ability to work under pressure and to strict deadlines across a range of activities 	<ul style="list-style-type: none"> • Copy Writing skills 	Application and Interview

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	<ul style="list-style-type: none"> • Excellent project management skills; ability to co-ordinate complex and multiple projects Strong IT skills 		
Equality, Diversity & Inclusivity	<ul style="list-style-type: none"> • A commitment to working in the best interest of our client group. • A good understanding of equality, diversity and inclusion practice 	<ul style="list-style-type: none"> • Evidence of Equality, Diversity and Inclusivity Awareness Training 	<ul style="list-style-type: none"> • Application and Interview

This job description is a broad reflection of current duties, but it is not exhaustive. It will be reviewed on no less than an annual basis to reflect priorities and developments during the on-going appraisal and performance review process and any organisational change arising