

# The Sussex Beacon

## Job Description

<b><u>Job Title:</u></b>	Fundraising Manager	<b><u>Location:</u></b>	The Sussex Beacon
<b><u>Hours:</u></b>	37.5 per week	<b><u>Salary:</u></b>	£28,138 per annum / £14.42 ph

### Internal Relationships:

Responsible to: General Manager.

Responsible for:

- Events Fundraiser (22.5 hpw)
- Communications Officer (15 hpw)
- Donations and Fundraising Administrator (22.5 hpw)
- Grant Making Trusts Fundraiser (22.5 hpw)
- Beacon-led Events Organizer/s (various)
- Fundraising Volunteers

Close working relationships with:

- Sussex Beacon HR Officer/Volunteer Co-ordinator
- All Managers/Heads of Department, staff and volunteers.

### External Relationships:

External supporters (both groups and individuals), including local business, community services, local authority, patrons, performers, etc.

### Summary of primary functions of the Job / Role Purpose

- To effectively manage of all aspects of The Sussex Beacon Fundraising department, the prime purpose of which is to maximise the Sussex Beacon's fundraising income and raise the profile of the organisation.
- To take responsibility for community fundraising plus leadership of all other fundraising activities, including day to day operations, events, marketing/PR, grant making trusts fundraising and strategic development.
- To manage The Sussex Beacon Half Marathon Event.

### Key Result Areas / specific duties and responsibilities:

#### Community Liaison and Networking

- Maintain and develop community links in order to raise organisational profile, e.g. World Aids Day and Christmas events, Brighton Pride, Brighton Festival, etc.

- Maintain and develop business community links with a view to their participation in events and sponsorship opportunities.
- Actively promote the Sussex Beacon and its fundraising function to potential supporters.
- Provide support to the community in their fundraising efforts for the Sussex Beacon.

### **Staff Management and Support**

- Ensure the effective management of the fundraising staff and volunteer team in accordance with The Sussex Beacon's policies.
- Be responsible for recruitment and induction of new staff into the fundraising department, in liaison with the General Manager.
- Provide line management supervision and support to all fundraising staff.
- Ensure the continual personal development of individual staff, through regular appraisal, supervision and training.
- Ensure effective communication within the fundraising team, organising regular team meetings in order to motivate staff and foster team spirit.
- Work in liaison with the HR Officer in dealing with potential staff issues according to legislation and best practice.

### **Fundraising and Events Management**

- Overall management of Sussex Beacon events, taking responsibility for their Strategic Planning, Health and Safety, Operational and Financial Management.
- Ensure the production of at least 4 cost effective events per year, (in addition to the Half Marathon).
- Manage and support the Events Fundraiser and work with other members of staff and fundraising volunteers to support fundraising activity.
- Oversee the monitoring and evaluation of all fundraising activities.
- Provide necessary support to external fundraising committees and individuals.

### **Sussex Beacon Half Marathon**

- Project Manage and take an active involvement in the Sussex Beacon Half Marathon event, as above.
- Be the main point of contact for all outside agencies involved in the event (as the Race Director).
- Co-ordinate and take a lead during the Half Marathon event.

NB: Whilst knowledge of a *similar* event would be helpful, it is not essential as there is an experienced support team in place.

### **Trusts and Legacies Fundraising Management**

- Oversee the development of Grants and Trusts fundraising and database and provide support as required by the Grant Making Trust Fundraiser.
- Liaise with the General Manager in the development and progress of all grant and trust fundraising activity.
- Ensure that the conditions of all grants are met, i.e. data collection, monitoring and evaluation and financial reporting.

## **Donors and Appeals**

- Develop methods to increase donations from existing and potential donors.
- Set a programme of direct mail appeals.
- Oversee the development of a Donor database ensuring effective analysis of target appeals.
- Manage the Donor and Fundraising Administrator to maintain the database and produce statistical information.

## **Marketing and PR Management**

- Liaise with the General Manager, Communications Officer and Line Managers in developing a Marketing and PR Strategy.
- Work to ensure the profile of the Sussex Beacon remains high, both locally and nationally.
- Attend profile raising and fundraising events as required.
- Develop contacts and links with individuals, organisations and bodies that will assist in developing profile raising events.
- Oversee the development of fundraising publicity materials and take an active part in the presentation of the Sussex Beacon as necessary.

## **Finances**

- Assist the General Manager in producing budgets and projections for the fundraising department as a whole.
- Produce profit and loss budgets and projections for all individual fundraising activities and events.
- Ensure the department keeps clear and accurate income and expenditure records of all donations and events
- Provide regular reports and statistical information, in liaison with the Finance Manager.
- Generate increased income from existing sources.
- Identify and research potential funding opportunities.
- Develop proposals for projects that could attract new funding.

## **Management and Strategic Planning**

- Work with the General Manager in producing and delivering a Fundraising Strategy.
- Oversee the development of a Marketing Strategy, in liaison with the General Manager and Communications Officer.
- Have input into The Sussex Beacon's strategic and business planning process, as appropriate.
- Attend Management team meetings and provide departmental reports as required

## **General**

- Make use of managerial support and supervision
- Access appropriate training and development opportunities.
- Work as a part of The Sussex Beacon Team.
- Work in accordance with The Sussex Beacon policies and procedures.
- Undertake any other duties that may within reason be required from time to time.

This list is not exhaustive and the post holder will be expected to demonstrate a flexible approach and the ability to carry out the responsibilities of the role in accordance with the needs of the Sussex Beacon.

The post holder may be required to carry out other tasks within the remit of this role and the Sussex Beacon reserves the right to adapt this job description in consultation with the post holder.

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Job description prepared/updated by: ..... Date .....  
*Manager*

Signature of post holder: ..... Date  
.....

# The Sussex Beacon

## Person Specification (role requirements)

**Job Title:** Fundraising Manager

**Location:** The Sussex Beacon

### **Personal Attributes**

The Fundraising Manager needs to be a passionate, professional person and self motivated who will be the keystone of Fundraising activities at the Sussex Beacon. He or she needs to be able to maintain and increase the momentum already achieved by the Sussex Beacon's Fundraising activities to this point.

### **Essential Criteria**

#### **Education and Qualifications**

- Excellent standard of general education

#### **Experience**

- Minimum 2 years' experience in a charitable fundraising environment.
- Experience of project managing large fundraising events.
- Experience of working within a charitable environment, preferably within a voluntary environment or a health charity.

#### **Key Skills and Competencies**

- Excellent organisational skills.
- Ability to plan, balance and cope with competing priorities.
- Excellent written and verbal communication skills.
- Excellent presentation skills.
- Excellent staff management and motivational skills.
- Ability to motivate and enthuse colleagues, volunteers and external supporters.
- High standard of numeracy and budgeting skills.
- High standard of computer competency and literacy.

#### **Knowledge**

- Good understanding and knowledge of Health and Safety legislation with regard to fundraising events.
- Good understanding and knowledge of legislation with regard to Fundraising activities and charity law.
- Understanding of the principles involved in strategic planning.
- Working knowledge of management principles.

#### **General**

- Must be fit to undertake the requirements of the role.

- Must be able to work within the Sussex Beacon philosophy and values.
- Must have a comprehensive understanding of confidentiality within the fundraising team and the organisation as a whole.
- Must be able to interact effectively and responsively with other departments.
- High degree of flexibility required as working unsociable hours may sometimes be required.
- Commitment to equal opportunities and a proven ability to work within a diverse work culture.
- Must demonstrate clear appreciation of the need for a professional standard of boundary setting with the Sussex Beacon's client group.
- Flexible and adaptable approach to work demands.
- Ability to cope with conflicting priorities.

### **Attitude and approach**

- A creative and proactive approach to all areas of work.
- Commitment to Sussex Beacon work culture and ethos.
- Commitment to delivering a high quality service.
- Strong team working orientation, with the ability and social skills to work collaboratively with Heads of Department and staff at all levels.
- Flexible and adaptable approach to work demands.

### **Desirable Criteria**

- Proven track record of organising and delivering high profile fundraising events.
- IOF membership (desirable, but not essential).

# STATEMENT OF CORE VALUES

Active Date: SJL 21.7.99



The Sussex Beacon expects all staff, paid and unpaid, and regardless of position in the organisation, to carry out their day to day responsibilities in the context of the following core values and behaviours. Our successes, organisational and individual, will be reviewed against our ability and commitment in meeting these standards.

This list of values has been compiled with the assistance and support of staff, volunteers and clients. These are the things we believe in and the expectations we strive to meet:

- **TEAMWORK** : Collaborating with others, according them respect and dignity, managing conflict, treating others as you would wish to be treated yourself, communicating effectively and honestly.
- **INTEGRITY** : Demonstrating conduct which reflects the highest standards of personal and professional integrity.
- **FLEXIBILITY** : Working flexibly and supportively within the entire multidisciplinary team, assisting colleagues at all times for the benefit of the client.
- **CLIENT FOCUSED** : Placing the interest and care of the client first and foremost, maintaining professional boundaries and always acting with discretion and confidentiality.
- **RESPECTING DIVERSITY** : Valuing and integrating diversity and equality of opportunity within the workplace, being non judgmental, supportive and empathetic.
- **LEARNING AND DEVELOPMENT** : Pursuing learning, receptive to multi-skilling, seeking continuous professional development, learning from past successes and things which might have been done better.

P.T.O

# PHILOSOPHY MISSION STATEMENT VISION



## PHILOSOPHY

All who work at The Sussex Beacon aim to provide a high quality service to clients and their significant others. We endeavour to work with relevant agencies as part of an integrated approach to care in order to achieve this.

When appropriate, we encourage clients and their significant others to be as involved as possible in the planning and delivery of their care and we aim to create an environment which is safe and supportive with respect for all their needs.

We recognise that each client is an individual and endeavour to work with them in providing holistic care and aim to meet his/her physical, psychological, spiritual, social and cultural needs.

We seek to create a supportive environment for all those who work at The Sussex Beacon by respecting and recognising the skills and experience individuals bring with them to the team. We acknowledge the developmental needs of those who work here and we aim to meet these through appropriate training and education.

## MISSION STATEMENT

The Sussex Beacon is a purpose-built centre providing continuing care for men and women with HIV/AIDS.

The philosophy of The Sussex Beacon is to offer a high quality service in a safe and supportive environment.

The service provided by The Sussex Beacon is integrated with other services thereby giving continuity of care.

## VISION

***An integrated quality orientated Service Provision, with a nationally high reputation for men and women with HIV/AIDS***

The above has been chosen as a 'vision' for the following reasons:

- To be cost effective and provide 'seamless' care to people with HIV/AIDS we need to be integrated into other local HIV/AIDS services and ensure other agencies are able to refer clients to the service in a simple and efficient manner
- Quality of the service is of utmost importance to the client and to the purchasers of the service (i.e. Health Authorities). Quality standards have to be met within the criteria of our present Health Authority contracts
- By aiming for a nationally high reputation we will attract necessary funding, attract referrals to the service and ensure good P.R.

## Policy Statement

As an organisation using the Criminal Records Bureau (CRB) Disclosure service to assess applicants' suitability for positions of trust, The Sussex Beacon complies fully with the CRB Code of Practice and undertakes to treat all applicants for positions fairly. It undertakes not to discriminate unfairly against any subject of a Disclosure on the basis of conviction or other information revealed.

The Sussex Beacon is committed to the fair treatment of its staff, potential staff or users of its services, regardless of race, gender, religion, sexual orientation, responsibilities for dependants, age, physical/mental disability or offending background.

This written policy on the recruitment of ex-offenders, is made available to all Disclosure applicants at the outset of the recruitment process.

We actively promote equality of opportunity for all with the right mix of talent, skills and potential and welcome applications from a wide range of candidates, including those with criminal records. We select all candidates for interview based on their skills, qualifications and experience.

A disclosure is only requested after a thorough risk assessment has indicated that one is both proportionate and relevant to the position concerned. Currently all posts that involve working with our patients, handling money and any of the retail posts where entering people's homes, forms part of the role, are required to have a Criminal Records check. For those positions where a Disclosure is required, all application forms, job adverts and recruitment briefs will contain a statement that a disclosure will be requested in the event of the individual being offered the position.

Where a Disclosure is to form part of the recruitment process, we encourage all applicants called for interview to provide details of their criminal record at an early stage in the application process. We request that this information is sent under separate, confidential cover to the Chief Executive of The Sussex Beacon. We guarantee that this information will only be seen by those who need to see it as part of the recruitment process.

**Failure to provide accurate, factual information at any point in the recruitment process with regard to disclosure, could lead to action being taken via our disciplinary policy and could lead to dismissal.**

If a portability request is received, the request will be investigated to ensure that the request is from a genuine recruiter. Evidence of this may be requested, and the Sussex Beacon reserves the right to refuse a portability request if the circumstances are not clear as to why the request has been received.

Unless the nature of the position allows The Sussex Beacon to ask questions about your entire criminal record we only ask about “unspent” convictions as defined in the Rehabilitation of Offenders Act 1974. It should be noted that nursing is exempt from the Rehabilitation of Offenders Act 1974 and would therefore require a more detailed disclosure including spent convictions.

We ensure that all those in The Sussex Beacon who are involved in the recruitment process have been suitably trained to identify and assess the relevance and circumstances of offences. We also ensure that they have received appropriate guidance and training in the relevant legislation relating to the employment of ex-offenders, e.g. the Rehabilitation of Offenders Act 1974.

At interview, or in a separate discussion, we ensure that an open and measured discussion takes place on the subject of any offences or other matter that might be relevant to the position. Failure to reveal information that is directly relevant to the position sought could lead to withdrawal of an offer of employment.

We make every subject of a CRB disclosure aware of the existence of the CRB Code of Practice and make a copy available on request.

We undertake to discuss any matter revealed in a Disclosure with the person seeking the position before withdrawing a conditional offer of employment.

**Having a criminal record will not necessarily bar you from working with us.** This will depend on the nature of the position and the circumstances and background of your offences.

## **REFERENCES:**

CIPD  
AC AS  
DTI



## APPLICATION NOTES

Thank you for your interest in this post. The decision whether or not to invite you for interview will be made on the basis of the information you provide on the enclosed Application Form. The notes below are designed to help you make the best of your application and to help us process it efficiently.

### General

- Please complete the application form in **black or blue ink or type**, as it will be photocopied.
- **Curricula Vitae** may be sent but will only be used as supplementary information.
- Use **additional sheets** for any question if necessary.
- Have the **Person Specification** in mind when answering all sections and give concise examples of how you meet the criteria.
- All applicants will be required to produce documentary proof of **eligibility to work in the United Kingdom**.
- If you have any special needs for interview, have any difficulties completing the form or require any further information, please contact the Human Resources Department by e-mail [hr@sussexbeacon.org.uk](mailto:hr@sussexbeacon.org.uk) or by phone (01273 645 696).

### Post Applied For

- Make sure you fill in which post you are applying for in the space provided. Also indicate whether you are applying for a full or part-time post (or both) if both have been advertised.

### Personal Details

- Provide only those addresses and phone numbers that it would be appropriate to contact you at before an offer of employment were made.

### Previous Employment

- Include all paid employment with relevance to the post you apply for.

### Education & Qualifications of Relevance to the Post

- Only supply details you feel are relevant to this post.
- 'Membership Number' refers to certain professional qualifications.

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## Experience (paid or unpaid), Memberships/Offices Held of Relevance to the Post

- Read the Job Description carefully and make sure you consider the items on it.
- Include paid work, voluntary or unpaid work and any experience you feel is relevant to the post.

## References

- Offers of employment will only be made when satisfactory references, and medical clearance and proof of eligibility to work in the UK have been obtained.
- Written testimonials (i.e. 'to whom it may concern' letters) are not acceptable.
- If you are not in paid employment, have not been for some time and have worked as a volunteer, you may wish to give the name of your supervisor. You may also consider giving the name of a professional person who knows you well, for example a priest, dentist, doctor, local magistrate, solicitor. If you are unable to give employment or educational referees please state the reason on your application form. We will consider this on an individual basis and applicants will not be penalised for this if there is a genuine difficulty.
- We are unable to accept references from friends, neighbours or relatives.
- Referees may be contacted prior to your interview (if you are shortlisted) unless you request otherwise.
- If you are in any doubt about whether a referee would be acceptable or not, then please contact the Human Resources Department.

## Equal Opportunities Monitoring Questionnaire

- To help us monitor the effectiveness of our Equal Opportunities policy, all candidates are requested to complete the Equal Opportunities Monitoring Questionnaire. This is confidential and does not form part of the decision to select for interview or appoint.

Unfortunately the high cost of postage, coupled with the high volume of enquiries received means that we cannot acknowledge receipt of your application.

Please note: All Staff Appointments will be subject to satisfactory professional references, Criminal Records Bureau Clearance, where applicable, and pre-employment Occupational Health Clearance.

## Applying online

- If applying online please print out the Application Notes file for reference.
- The Application Form, Medical Form & Equal Opps form can be filled in online by clicking on the form and typing. To help guide you we recommend pushing the **Highlight Fields** button at the top right hand corner.
- If you have an e-mail programme on your computer such as Outlook or Outlook Express just push the **Submit Form** button on the last page and follow the instructions.
- If you use webmail such as AOL, Yahoo or Hotmail then save the completed form to your computer and log into your e-mail and send the completed form as an attachment to [hr@sussexbeacon.org.uk](mailto:hr@sussexbeacon.org.uk) marking the Job Role applied for in the Subject line.