# Job description – Fundraising Manager

| Job title | Fundraising Manager |
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| **Hours** | 22 Hours Per Week (3 Days Per Week) – flexible to suit the candidate; *Other Options Considered for Exceptional Candidates.* |
| **Salary / Contract** | **£20,037 pro-rata 22 Hours Per Week (3 Days Per Week).** Permanent. *(£33.7K FTE).* **+ 26 days annual leave + 8 bank holidays (FTE), increasing with service &** Flexible Working / Hybrid Working / Free onsite car parking. *Other Options Considered for Exceptional Candidates* |
| **Location** | Hybrid, with 1 day per week in Swindon Office + travel to fundraising meetings as required. |
| **Reporting to** | Chief Executive Officer |
| **Direct reports** | None |
| **Purpose** | To build, develop and nurture a new corporate fundraising income stream that helps to secure large and significant amounts of new and reoccurring income which is vitally needed to fund our future operational activities and enable Swindon Food Collective to fund food donation shortages. |

## Overview of Swindon Food Collective

We are the local independent foodbank for Swindon and surrounding areas. At Swindon Food Collective, we continue to see a growing number of people turning to us for support as food poverty increases. Rising food prices, higher household bills, and the uncertainty of redundancy and unemployment mean that more individuals and families are finding it harder to afford food. Last year we donated over 90,000 meals to individuals in need, circa one third being children.

## Role purpose and scope

This new exciting role helps to secure large and significant amounts of new and reoccurring income vitally needed to fund our future operational activities and enable Swindon Food Collective to fund food donation shortages. The role manages all larger fundraising activities and corporate grants at Swindon Food Collective. This includes developing high-profile networking with large businesses, PLC's, and corporations, processing commercial grant applications, developing, nurturing, and managing key corporate partnerships and significantly increasing corporate fundraising activities (*e.g., sponsorships, developing commercial fundraising pitches, securing commercial grants, and developing a commercial income pipeline).*

This exciting role involves undertaking frequent travel to large corporations and businesses (including local, regional or national head office locations) and pitching for sponsorship / presenting significant fundraising opportunities to senior stakeholders. This role will work closely with the Senior Leadership Team and Chair of our Fundraising Committee (Trustee).

## Job Details and Responsibilities

### Lead Corporate Grant Fundraising. Secure Funding Opportunities from Trusts and Foundations

- Develop a new corporate grant funding pipeline, building a database of corporate grant funding opportunities that ultimately helps to recure new revenue.
- Lead, prepare and write new compelling corporate grant applications to secure new funds from Foundations, Trusts, Corporations, etc., track and report organisational progress.
- Ensure timely and high-quality funder reporting and relationship management, developing lasting opportunities with funders.
- Capture and record impact evidence from new funding opportunities to strengthen charity impact reporting and data collection.

### Developing New Corporate Partnerships and Sponsorship

- Identify, cultivate and secure new corporate partnerships and sponsorships to attract new revenue into the charity to help support and fund either on-going operational expenditure or crisis support packages.
- Design a corporate partnership package (including defining partner benefits, a corporate presentation pitch to senior board members of prospective funders, and a set of simplified funding options for new partners.
- Build and steward relationships with high-value supporters, ensuring excellent donor care and personalised stewardship, supporting ongoing partnership engagement.
- Produce compelling cases for support and pitch materials tailored to different audiences

### Philanthropy, Major Donors and Relationship Fundraising

- Manage a prospect pipeline (research, cultivation plans, asks, stewardship and renewals).
- Establish new relationships with relevant stakeholders to encourage legacy donations (*e.g., gifts in wills, giving in memory, etc.*) providing relevant appreciation support and messaging.
- Support and grow corporate philanthropy opportunities to raise funds for charity projects.

### Digital, Fundraising Platforms and Planning

- Build a balanced digital-led fundraising income mix (e.g., corporate, philanthropy, trusts, and community), as well as establishing and managing all digital fundraising platforms on behalf of Swindon Food Collective (*e.g., Charities Aid Foundation, Crowdfunder, Fundraise Up, GoFundMe, JustGiving, WhyDonate, EasyFundraising, Spacehive, GiveTap, etc.*)
- Develop and deliver an 18-month income generation plan aligned to SFC priorities and the Trustee Strategy & Fundraising Committee.

### Performance Management, Systems and Compliance

- Manage income forecasting, budgeting and ROI tracking; set and monitor KPIs and provide clear reporting to CEO/Board.
- Maintain accurate records in the CRM (or agreed system), ensuring GDPR compliance and strong data quality.
- Ensure fundraising activity aligns with relevant fundraising standards and ethical practice.
- Awareness of Fundraising Regulator and accreditation process.

### General

- Team player and an active supporter of Swindon Food Collective values and culture.
- Ability to work flexibly and creatively, being innovative and supporting new initiatives.
- Happy to assist when appropriate to support other areas of the organisation ad hoc such as occasional support with events, public functions, and team training (as appropriate).

## Person specification

### Essential

- Track record of corporate fundraising or similar background and familiarity with corporate grant applications and process, highlighting the potential for Swindon Food Collective.
- Experience delivering previous significant income growth for charities through fundraising, partnerships or business development.
- Ability to develop and implementing an income generation strategy across multiple streams (e.g., corporate, trusts, major donors, individual giving).
- Familiarity with the majority of Digital Charitable Platforms and demonstratable previous successes.
- Commercial acumen: confident with budgets, forecasting, KPIs and ROI monitoring.
- Experience acquiring funding via Charitable and Corporate Foundations
- Strong relationship-building and influencing skills with senior stakeholders.
- Excellent written skills (cases for support, bids, grants, proposals, reports).
- Ability to work at pace in a small charity and be both strategic and hands-on.
- High integrity and commitment to ethical fundraising and data protection.

### Desirable

- Experience of significant corporate funding raising gather from charities involved with addressing food poverty, social welfare or a comparable community-based charity environment.
- Experience presenting to Trustee Boards and Sub-Committees and working effectively with trustees.

## Key performance indicators (KPIs)

- **Income:** delivery of phased substantial new corporate income over a 24-month timeline. Generation and management of corporate prospects and on-going presentation of corporate propositions to secure new commercial funding and sponsorships.
- **Pipeline health:** value, stage progression, conversion rate and stewardship actions completed.
- **Diversification**: growth across multiple funding streams and clients to reduced dependency on any single source.
- **Quality:** strong donor retention/renewal and positive stakeholder feedback.
- **Governance:** timely reporting and full compliance with GDPR and fundraising standards.