

## VACANCY

# Regional Fundraising & Awareness Manager – North West

**Department:** Fundraising

**Reports to:** Head of Community Fundraising and Appeals

**Direct Reports:** None

**Designation:** Permanent (4)

**Salary:** Circa £25,000 per year

**Hours:** 37.5 hours per week (includes some weekends and evening work)

**Benefits / Equipment:**

Annually 30 days holiday inc. Bank Holidays (225 hours)

Access to Newlife Pension Scheme

Staff discount, following 12 weeks service

Access to Childcare Voucher Scheme

Health Cash Plan at level 1, post probation

1 week company sick pay pro rata

### **About Newlife:**

Newlife's mission is to save and change the lives of disabled and terminally ill children, across the UK.

We have over 25 years of success and we continue to help disabled children and their families, by funding:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loans
- Child health research
- Action to campaign for change
- A 'training into work' opportunity for disabled adults
- Environmental protection

You can find out more about Newlife the Charity for Disabled Children by visiting our website:  
[www.newlifecharity.co.uk](http://www.newlifecharity.co.uk)

### **Post Summary:**

Are you an experienced target driven fundraiser looking for a challenge to make a real difference? Want to feel that every pound raised is going to help change lives? This is the sort of person we are looking for to bring in funds and raise awareness in Greater Manchester/Wirral/Cheshire/Lancs.

We need someone who can crucially bring great skills to the team and who is able to bring in funds from working with volunteers, clubs and groups etc. On a day to day basis you will continue to build and grow relationships with existing donors/supporters and you will contact, engage and build new relationships that will support our fundraising target.

Newlife is known for its integrity and transparency in fundraising, so we require a minimum 2:1 ROI in all of our income generation work. We have a great USP that supports this, in that we can offer the chance to donors to restrict 100% of their gift to help children get vital equipment. They can even restrict it to be spent in a county of their choice. We give super feedback about how supporter's gifts have been spent.

If you feel you have the essential (must have) requirements and can also demonstrate a significant number of points from the desired (could have) requirements shown, please apply.

### **Essential Requirements:**

- All round experience in Community Fundraising - you may have a specialism too, but we need someone who can offer a wide range of proven fundraising skills – an 'all rounder'.
- Experience in the recruitment and engagement of existing and new supporters / donors.
- Experience in recruiting and supervising volunteers to support fundraising activities
- Great communication skills and be a 'people person', with confidence to present to groups, both small and large.
- Experience in meeting targets and deadlines
- Good planning and project achievement skills
- Motivation and ability to work on your own initiative, but also play your part in the overall fundraising team.
- A 'can do' attitude and dedication to achieve.
- Flexibility to work additional hours where needed, which in fundraising can include evenings, Bank Holidays and weekends. Flexible to travel to the Cannock HO as needed
- Proven initiative to spot fundraising opportunities and asks and to develop these opportunities.
- Great IT skills with experience in all Microsoft Office packages and use of the internet with decent speed internet access at home
- Full (relatively clean) driving license and access to a car
- Excellent numeracy and literacy abilities to support your day to day work
- Great organisational and administrative skills in order to manage your own diary and keep up to date records.
- A passion to see your skills and experience change lives.

**Please note -we do NOT require skills in making applications to trusts as Newlife has a separate function/dept. that manages this.**

### **Desirable Requirements:**

- Some training and/or exposure in working with media and PR
- Experience in using Raisers Edge database or other applicable fundraising relationship database - a real advantage
- An existing contact base that you may be able to build upon.

### **Primary Responsibilities:**

In respect of Newlife you will have responsibility for:

- We need you to research and make new contacts to create awareness, advising the communities of the charities work and recruiting new volunteers and supporter/donors.
- Bring in funds against a target which is based on a minimum 2:1 ROI.
- You will also be liaising with and supporting existing contacts, to grow their support for Newlife.
- Sometimes you will be delivering presentations to a group of people while others day you will have chats over a cup of coffee. But each day you will make contacts, delivering appeal 'asks' and support volunteers and local fundraisers.
- You will need to be organised and really good at monitoring results and reporting on these. You will also keep full and accurate records, as required and be able to bank income using the pathways provided.
- We need you to manage, motivate and support existing and new supporter groups, organisations and individuals in their fundraising activities.
- You will liaise with the PR Manger and Communications Manager to ensure that Newlife achieves profile and income from media activities and opportunities and to communicate outcomes.
- You should expect to be able to conceive, manage and operate any Newlife fundraising events in the counties, ensuring that volunteers are managed and supported safely and effectively.
- We will need you undertake any other duties as required, in order to achieve the aims and objectives of the Charity and particularly in awareness and fundraising activities.

**Additional Responsibilities / Expectations:**

- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.
- Any other duties as required from time to time.

**Notes:**

All offers of employment will be made subject to satisfactory references being received.

All Newlife roles are subject to a 6 months probationary period.

**Our Values:**

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better.
- People at our heart - every day.

**Interested?**

Find out more about Newlife by visiting [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk) and [www.newlifestores.co.uk/landing/](http://www.newlifestores.co.uk/landing/) or see what current employees say by visiting [www.newlifecharity.co.uk/docs/about/employment.shtml](http://www.newlifecharity.co.uk/docs/about/employment.shtml)

**To apply:**

Submit a Newlife Application Form which is available from our website, by calling The People Team (01543 431495) or by visiting the SuperStore in Cannock, via online submission, by email to [peopleteam@newlifecharity.co.uk](mailto:peopleteam@newlifecharity.co.uk) or by post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Alternatively you can send us your CV.

If you have any problems with completing the application form or would like further information please email or call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

**Other Info:**

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

