



INTRODUCTION

Thank you for your interest in the post of **Fundraising Manager**. This is an exciting opportunity to be part of the growing Kids Matter team and enable us to increase our reach and impact as we seek to see every child in need raised in a strong family.

This pack outlines the role and provides a little information about Kids Matter. It includes the:

- Job description
- Person specification
- Essential employment information
- Outline of the application procedure
- Information about Kids Matter (our vision, values and impact)

If you have any questions or would like an initial conversation about the role, please do contact me.

Vicky Neal
Operations Director

vn@kidsmatter.org.uk

Our bold vision is for every child in need to be raised in a strong family. We train and support facilitators from local churches to run parenting programmes which equip parents and carers facing disadvantages with confidence, competence, and community, enabling their children to thrive. In the next ten years, we want to equip the church to make an impact in the lives of 50,000 children in need across the UK.

At a significant time of growth for Kids Matter, we are looking for an individual to come and join us as our **Fundraising Manager** to help us achieve a sustained increase in funds and maximise our impact throughout the UK. Our ability to build engagement and secure resources to scale our work is vital and this role is right at the heart of this opportunity. This role will offer the right candidate the opportunity to gain experience across all aspects of fundraising in an agile team where there is freedom to develop new ideas and ways of doing things.

If you have experience of working for a charity in a fundraising or income generating role, an ability to build and nurture key relationships, and if you thrive working in a small and dynamic team, we would love to hear from you!

All applicants must be committed to the basis of faith, vision, and ethos of Kids Matter.

Overall purpose

To help Kids Matter achieve a sustained increase in funds, enabling us to achieve our bold vision and goals.

Key responsibilities

1. Individual giving

- Work with the Operations Director to create and implement a strategy to sustainably grow income from our Family Champions (monthly givers).
- Project manage and lead on all individual giving fundraising activities, ensuring that income from all channels, including digital, is optimised.
- Develop our annual programme of events, including cultivation, stewardship, and fundraising events, whether virtual or physical.

2. Major Donors

- Identify and research prospective Major Donors, and nurture and develop new and existing relationships.
- Create individual donor development plans to engage donors based on their interests and values, and regularly update donors with timely reports.
- Manage the Major Donor programme of events.

3. Trusts and Foundations

- Identify and research prospective Trust and Foundation partners.
- Create and submit clear and compelling applications and proposals to deliver on agreed targets and increase multi-year funding.
- Work with the wider Kids Matter team to research the relevant data to support applications.



- Manage and deepen relationships with new and existing Trusts and Foundations, providing opportunities for their representatives to connect with the work of Kids Matter.

4. Corporate Partnerships

- Identify new corporate partnership opportunities across a range of sectors, developing our strategy to grow this area of income.
- Research, develop and nurture a pipeline of partners ensuring partnerships are strong and mutually beneficial.
- Prepare and deliver compelling and evidence-based pitches and presentations.

5. Reporting and evaluation

- Keep comprehensive records of all fundraising related activities and help manage the CRM system.
- Provide timely, precise, and appropriate updates to funding partners and work with the Operations Team on tracking restricted funding.

6. Compliance

- Ensure that Kids Matter fulfils all its legal, statutory and regulatory responsibilities adhering to the Fundraising Code of Practice and GDPR legislation.

7. Team planning

- Contribute to the management of team plans regarding fundraising, operations, and finance.
- Contribute towards identifying communications opportunities and developing content.
- Help improve our wider staff and Board's fundraising skills, capacities, and systems.
- Contribute towards staff prayers and, on occasion, lead devotions.

PERSON SPECIFICATION

Education/Qualifications	Essential/Desirable
Educated to degree level	Desirable
Experience	
Experience of increasing income for a charity, and developing and managing relationships with Trusts, Foundations and Major Donors	Essential
Experience of regularly securing five figure Trust funding	Essential
Experience of generating income from corporate partnerships	Desirable
Experience of managing and prioritising multiple projects	Essential
Experience of developing a fundraising strategy	Desirable
Experience of using a CRM system	Desirable
Skills/Abilities	
Strong organisational skills, consistently delivering on agreed deadlines	Essential
Excellent written communication skills	Essential
Strong relational and influencing skills; able to communicate effectively with team members and external funders via phone, email and in person, building relationships with people from a wide variety of backgrounds.	Essential
Excellent research and analytical skills with strong attention to detail	Essential
Ability to use initiative and be proactive, take responsibility for tasks, and organise your own priorities and time	Essential
Ability to be flexible and work in a growing and changing team/organisation	Essential
Strong numeracy skills, able to develop and work with budget spreadsheets	Essential
High competence in Microsoft Office and ability to learn new systems	Essential
Personal Qualities	
Strong personal Christian faith	Essential
Passion for Kids Matter vision to see every child in need raised in a strong family	Essential
Willing to receive feedback and respond well to constructive criticism	Essential
Flexible and willing to be involved in a wide range of tasks	Essential
Able to occasionally work weekends and evenings for events	Essential
Commitment to ongoing development of own fundraising knowledge and skills	Essential



EMPLOYMENT INFORMATION

Job title: Fundraising Manager

Reporting to: Operations Director

Purpose: See job description

Location: Flexible. The team are currently home-based with the option, as restrictions allow, of 1-2 days a week working from our London base.

Contract: Permanent

Start date: As soon as possible

Hours of work: 35 hours per week

Holiday entitlement: 25 days per year (Statutory Bank Holidays are additional)

Salary: £32,000 - £34,000

Pension: Automatic enrolment into a direct contribution pension scheme (3% employer contribution)

This post is subject to an Occupational Requirement:

Kids Matter serves and supports clients within the Christian sector, the nature of the work requires that this post holder has an active faith in Jesus under the Equality Act 2010, Part 1, Schedule 9.

Equal Opportunities

We actively support and welcome integration of people from diverse ethnic backgrounds of varied experiences and skillset to help shape the work and the future of Kids Matter. We are particularly keen to receive applications from African and Afro Caribbean, Asian and other diverse Ethnic communities.



APPLICATION PROCEDURE

Please download and complete the application form and submit it to Lydia Smith (Operations Manager) at ls@kidsmatter.org.uk

The closing date for receipt of completed application forms is 5pm on Friday 27th August 2021. Shortlisting will take place soon after the closing date.

First interviews will take place the week beginning 30th August with second interviews planned for the week beginning 6th September. Information about the interview process will be sent out with the invite.

Kids Matter will treat your application as private and confidential. Unsuccessful applications will be securely destroyed after a year.

Our Vision

There are over 4 million children in need across the UK (that's 3 in 10 children in our population). This is not only related to income poverty but also disadvantages in healthcare, education, access to housing and services, living environment and more. The Covid-19 pandemic has only intensified these issues. If we don't do anything to address this, we will have millions of children growing into adults with increasing emotional, psychological, and social problems.

Research has shown that the most effective early intervention to prevent these problems is group-based parenting programmes. Kids Matter's award-winning parenting groups equip mums, dads and carers facing disadvantages with confidence, competence and community, meaning their children are more likely to thrive and build resilience amidst difficult circumstances.

We engage local churches to use our relational, evidence-informed programmes for families of all faiths and none in their communities. Skilled peer facilitators from these churches make long-term commitments to support families in communities across our country.

Together, we can build a future where every child in need is raised by a strong family.

Our Impact

2020 was a difficult year for everyone, however the most vulnerable in our country were and continue to be hit the hardest by the effects of Covid-19. Despite many barriers, we were still able to reach 508 children in need over the year, equipping their parents with the skills needed to build a strong family. Since launching in 2017, we have reached **over 2,000 children** to date.

Read our latest Impact Report for more details and stories of how Kids Matter has made a difference: <https://www.kidsmatter.org.uk/wp-content/uploads/2021/01/Impact-Report-2020.pdf>

Our Values



Faithful

We put our faith in God and we are fiercely loyal to our mission and vision.



Respectful

We draw alongside others and genuinely listen, affirming the dignity of everyone we encounter.



Excellence

We go above and beyond to provide the best quality in all we do.



Positive

We choose to be grateful, to be hopeful, and to see possibility in everyone.



Ambitious

We push for all to achieve their full potential so that together we can fulfil our vision of every child in need being raised in a strong family.

STATEMENT OF FAITH

We believe in one God,
the Father, the Almighty,
maker of heaven and earth,
of all that is, seen and unseen.

We believe in one Lord, Jesus Christ,
the only Son of God,
eternally begotten of the Father,
God from God, Light from Light,
true God from true God,
begotten, not made,
of one Being with the Father.
Through him all things were made.

For us and for our salvation
he came down from heaven:
by the power of the Holy Spirit
he became incarnate from the Virgin Mary,
and was made man.

For our sake he was crucified under Pontius Pilate;
he suffered death and was buried.

On the third day he rose again
in accordance with the Scriptures;
he ascended into heaven
and is seated at the right hand of the Father.

He will come again in glory to judge the living and the dead,
and his kingdom will have no end.

We believe in the Holy Spirit, the Lord, the giver of life,
who proceeds from the Father and the Son.
With the Father and the Son he is worshiped and glorified.
He has spoken through the Prophets.
We believe in one holy catholic and apostolic Church.
We acknowledge one baptism for the forgiveness of sins.
We look for the resurrection of the dead,
and the life of the world to come.

- The Nicene Creed