

## Senior Regional Fundraising Manager – North

<b>Job Level</b>	5	<b>Job reference No.</b>	
		<b>Role review date</b>	
<b>Directorate</b>	Fundraising and Supporter Engagement	<b>Service/Function</b>	Regional Fundraising & Events
<b>Reports to</b>	Head of Regional Fundraising & Events		

### Scale and scope of role

<b>Direct reports</b>	Up to 8	<b>Indirect reports</b>	Approx. 200 Volunteers
<b>Budgetary responsibility / accountability</b>	£1m+ income	<b>Accountability for other resources</b>	

### Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the global Red Cross and Red Crescent humanitarian network.

### Our values and principles

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Purpose of the role

This role is responsible for leading a team of regional fundraisers across the North of England and Scotland. The remit includes overseeing income from regional corporates, volunteer enabled, and supporter led fundraising. The post holder will be accountable for delivering ambitious income growth objectives.

Working to annual planning cycles, this role will be responsible for supporting, coaching, and training fundraisers to ensure fundraising activity is as effective as possible in each region and ensures delivery of income targets and KPIs.

The post holder will also take on a strategic lead role for specific fundraising discipline within Regional. These key areas will include Volunteering, New Product Development and Regional Corporates.

## Main responsibilities

### Regional Fundraising Management

- Work with the Head of Regional and Events to develop and implement a strategy within the North region, that is aligned to our organisational and wider fundraising strategy, which drives income growth, integrates, and builds supporter engagement.
- Lead the delivery of fundraising plans and events in the North region and any relevant UK wide initiatives.
- Effective management of internal and external stakeholders, including relationships with partner agencies.
- Develop, implement, and evaluate marketing strategies and comms plans to ensure constant improvement.
- Monitor and report on regional fundraising operating plans and budget to maximise sustainable net income, looking forward to future plans.
- Support the development of any relevant UK wide campaigns with available resources, using local knowledge to tailor plans to best suit region.
- Support Regional Fundraisers to proactively develop new partnerships by identifying key members of the local community.
- Develop and maintain effective relationships across the organisation to add value and maximise mutually beneficial opportunities and income raised.
- Represent BRC when dealing with the public, senior leaders and volunteers to ensure consistent and high standards of support, clear identification of roles and matching skills and individuals needs to appropriate opportunities.
- Actively promote the British Red Cross in the local communities across region.
- Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, British Red Cross' policies and procedures and demonstrates best practice.

### Financial Management

- Create the annual budget for our Regional Fundraising activity across the North of England and Scotland.
- Closely monitor income and expenditure and reforecast throughout the year.
- Produce 3-year financial frameworks.
- Produce forecasts and ROI models for product optimisation and development.

### Data & Insight

- Support the development of a data-driven culture, role-modelling best practice CRM use, ensuring consistent use and that that information is maintained, reviewed and updated.
- Horizon scanning both inside and outside the sector, to identify actionable trends, insights opportunities for new product development and new audiences.
- Working closely with analysis teams to identify areas for development and improvement, continually refreshing our portfolio and ensure British Red Cross has compelling products to attract and engage new audiences.

### Specialist lead

- Lead a specific fundraising discipline within Regional Fundraising & Events team.
- Develop and deliver a strategy for income regeneration in a specific area of income generation.
- Actively seeks new opportunities in area of strategic lead income.
- Be the 'go-to' expert for the wider team, and organisation, for this income stream; giving advice and guidance to ensure success.

### Team Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

### Team Member

- Actively participates in all team meetings.
- Supports other team members.
- Work and behaves in accordance with all BRC policies and procedures.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

### Pre-engagement checks Criminal Records

#### Type of criminal record checks required for this role

England and Wales - Disclosure and Barring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

### Drivers Checks

> Required No
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### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
<b>Knowledge and Skills</b>	Essential	Extensive fundraising experience, skills and knowledge of regional, community and volunteer led fundraising, with a track record of growing income from this income stream.	S, I
		Strong team leader, able to inspire others to work collaboratively and maximise opportunities.	I, A
		Proven successful track record of preparing and monitoring marketing/ fundraising plans and budgets.	S, I
		Analytical with the ability interrogate data and present this effectively as part of a management report.	A
		Ability to adopt a strategic approach to solving problems and tackling challenges.	I, A
		Outstanding written communication skills, with proven ability to convey complex information clearly and concisely.	S, I
		Highly persuasive and confident speaker, able to present and engage audiences of all sizes. Communicates purpose and direction with clarity, credibility and integrity.	I, A
		Extensive knowledge of charity and data protection regulation, including GDPR requirements and how they impact on fundraising.	I
		Strong IT skills (Google Docs, Excel, PowerPoint, Slack).	S
		Database skills including competency in recording data and producing reports.	S
Ability to work effectively remotely with colleagues across various geographical locations	I		
Desirable	Advanced excel and analytical skills.	I	
	Project Management skills.	S	

<b>Experience</b>	Essential	<p>Extensive fundraising experience with a track record of growing income.</p> <p>Experience in developing and delivering strategy, plans and being able to monitor and evaluate progress.</p> <p>Experience of managing financial targets, budgets and income and expenditure.</p> <p>Experience leading, inspiring and managing a team, motivating and developing fundraisers, volunteers and groups to deliver income targets and objectives.</p> <p>Experience of leading a team in a fast-paced and demanding environment helping them, to overcome challenges and develop resilience while achieving targets.</p> <p>Proven experience of developing, planning and managing fundraising activities.</p>	<p>I, A</p> <p>I, A</p> <p>S, I</p> <p>S, I</p> <p>S, I</p> <p>S, I</p>
	Desirable	<p>Experience of successfully negotiating large, complex organisations</p> <p>Experience establishing new business/fundraising concepts from concept to complete delivery</p>	<p>I</p> <p>I</p>
<b>Behaviours</b>	<p><b>Working Collaboratively</b>  <b>Pro-actively builds collaborative relationships internally and externally</b>          Takes the time to be curious, get to know others and their perspective formally and informally</p> <p><b>Communicating and Influencing</b>  <b>Takes multiple steps to communicate and influence</b> Provides explanations, raises awareness of issues and sends consistent messages in order to support progress</p> <p><b>Solution focused</b>  <b>Constructs and customises solutions and makes plans</b>          Supports or challenges proposals with rational, logical and well thought out options</p> <p><b>Developing yourself and others</b>  <b>Develops skills and abilities for the long term</b>          Facilitates on-going learning and development for themselves and others by prioritising development and promoting, supporting and making available developmental opportunities and evaluating their effectiveness</p>		<p>I</p> <p>I</p> <p>I</p> <p>I</p>
<b>Additional requirements</b>	Essential	Ensures inclusive practice and promotes diversity	I
	Desirable		

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.