



# JOB DESCRIPTION

**JOB TITLE**

**TRUSTS FUNDRAISING MANAGER**

**DEPARTMENT**

**GLOBAL FUNDRAISING, MARKETING AND COMMUNICATIONS**

**CONTRACT TYPE**

**PERMANENT**

**DIRECT REPORTS**

**SENIOR TRUSTS FUNDRAISING OFFICER**

**REPORTING TO**

**HEAD OF PHILANTHROPY AND FUNDRAISING PARTNERSHIPS**

**LOCATION**

**HYBRID – LONDON OFFICE WHEN REQUIRED**

**HOURS OF WORK**

**34.5 HOURS PER WEEK**

**ANNUAL LEAVE**

**26 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS. FURTHER DAYS OF LEAVE WILL BE EARNED AFTER TWO YEARS OF SERVICE**

## OUR VISION

Our vision is a world where every working animal lives a healthy and valued life.

## OUR MISSION

Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.

## SUMMARY OF ROLE

Our Trusts Manager will drive the development and delivery of SPANA's trusts fundraising programme. The post holder will be responsible for the generation of income from charitable trusts and foundations. This will include managing the trusts fundraising activity calendars and prospect pipelines; writing, developing and supporting pitches and applications to trusts and other related funders; making proactive approaches and managing existing relationships; and attending meeting with current and possible funders and partners.

The role manages the Trusts Fundraising team and is part of the Philanthropy and Fundraising Partnerships team within SPANA's Global Fundraising, Marketing and Communications department.

### Key Relationships

- Responsible to the Head of Philanthropy and Fundraising Partnerships
- Senior Trusts Fundraising Officer.
- Global Fundraising, Marketing & Communications colleagues
- Global Programmes colleagues, in the UK and internationally

## KEY RESPONSIBILITIES

### **Trusts and foundations programme management**

- Manage the delivery of the trusts fundraising strategy, including work to identify and research potential new sources of trusts funding, to meet agreed annual targets.
- Develop and manage the delivery of an annual work plan and pipeline for the trusts fundraising programme, including time-sensitive trust applications, to grow income.
- Provide the Senior Trusts Fundraising Officer with clear, collaborative and supportive line management, that maximises staff performance and wellbeing.
- Research and make approaches, pitches, submissions and applications to charitable trusts and foundations (both in the UK and overseas territories within SPANA's global fundraising programme, such as Australia).
- Research and pursue trusts fundraising work in assigned new target areas, to expand the programme's reach and impact.
- Write clear, concise and compelling proposals, and feedback reports for successful applications and submit in a timely manner.
- Develop new and existing relationships with trusts through exemplary stewardship (feedback reports, mailings, phone calls, face to face, etc) to maximise long term income, secure new sources of funding, upgrade existing levels of giving, repeat donations and multi-year funding.
- Work with SPANA colleagues to identify and maintain a list of suitable projects (that would particularly appeal to potential trust funders) and provide appropriate narrative and financial feedback reports on specific projects and restricted funds (for funders and internal purposes).
- Organise events, visits, meetings and other appropriate activities to encourage and maintain support from trusts.
- Project-manage the development and production of SPANA fundraising and marketing materials, to support trusts fundraising activities.
- Support senior stakeholders, including the Chief Executive and Director of Fundraising and Marketing, with trusts fundraising activities, including presentations and meetings.
- Work with the Communications team to ensure required PR and communications activities concerning trusts funding are developed and delivered.
- Support the Philanthropy and Fundraising Partnerships team in developing new income streams.

### **Programme support and administration**

- Take responsibility for the trusts fundraising budgets and contribute to target setting, monitoring and analysis of the programme.
- Provide regular reports and information on progress, targets and income generated.
- Maintain accurate records of trust fundraising activities on our CRM database.
- Ensure all work runs to set procedures and timelines, whilst providing exemplary stewardship.
- Provide general administrative support to ensure the smooth running of the trusts fundraising programme.

### **Other**

- Ensure all SPANA's trust fundraising activities are legally compliant, in keeping with our values and adherent to due diligence and our Acceptance or Refusal of Donations Policy.
- Ensure all SPANA policies and procedures are up to date, legally compliant and fully adhered to.
- Assist with activities across the Philanthropy and Fundraising Partnerships team, particularly during peak times and holidays.

**It should be noted that this is a new role and the job specification and remit may develop over time. The postholder should be happy to adapt and take on new and different tasks.**

# PERSON SPECIFICATION

<p><b>KNOWLEDGE, TRAINING &amp; QUALIFICATIONS</b></p>	<ul style="list-style-type: none"> <li>• Extensive knowledge of trusts fundraising principles and practices.</li> <li>• Knowledge of the current trusts fundraising market, including potential supporters.</li> <li>• Knowledge of developing and delivering compelling pitches and applications to trusts.</li> <li>• Knowledge of charity fundraising regulations, GDPR and data practices.</li> <li>• Knowledge of the global animal welfare sector, within an international development context (desirable).</li> <li>• Knowledge of the requirements and expectations of working in the charity sector (desirable).</li> </ul>
<p><b>EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• Experience of working in a fundraising management role or equivalent, with a track record of developing and maintaining relationships with partners and/or potential supporters that ultimately generate income.</li> <li>• Experience of managing a trusts fundraising programme, and developing a trusts pipeline or equivalent.</li> <li>• Proven ability in developing and producing effective, cohesive, motivating and inspiring proposals, approaches, presentations and funding reports.</li> <li>• Experience of managing and developing staff.</li> <li>• Experience of understanding complex information and finances, and conveying it in concise and persuasive applications to trusts funders.</li> <li>• Experience of delivering income against targets.</li> <li>• Experience of prospect research techniques, and using research to suggest suitable projects/areas of interest/building a long term relationship.</li> <li>• Experience of working with databases, preferably Raisers Edge, understanding data selections and the nuance of data.</li> </ul>
<p><b>SKILLS &amp; ATTRIBUTES</b></p>	<ul style="list-style-type: none"> <li>• Excellent written and verbal skills.</li> <li>• Strong communication and influencing skills.</li> <li>• Highly numerate, with the ability to create, maintain and monitor budgets and expenditure summaries, and to speak and write about financial matters.</li> <li>• Excellent computer skills.</li> <li>• A diligent researcher with excellent analytical skills, accuracy and attention to detail.</li> <li>• Excellent interpersonal and organisational skills.</li> <li>• Ability to work independently and take responsibility for own areas of work.</li> <li>• Ability to maintain, develop and follow effective administrative systems and procedures</li> <li>• A conscientious, positive and friendly team player.</li> <li>• Resilience, determination and a focus on outcomes.</li> <li>• Strong commitment to SPANA's vision, mission and values.</li> </ul>