



ARK·T

Job description: Fundraising Manager

Working Hours: 37.5 hours p/w, Monday to Fridays

Length of Contract: 7 months - If fundraising efforts generate success, this could become a permanent position.

Salary: £31,992 pro rata

Ark-T pays 3% into a Workplace Pension Scheme pension contribution

Start date: February

Annual Leave Entitlement: 36 inclusive of any Bank Holidays (pro rata)

Place of work: Flexible home-working encouraged, with occasional (likely weekly) in-person meetings in Oxford at Ark-T Centre, Crowell Road, Oxford, OX4 3LN and The Venue, Barns Road, Cowley

Responsible to: Co-CEO's

Line Managing: Part-Time Fundraising and Comms Co-Ordinators

Application Deadline: Tuesday 5th January 5pm with interviews taking place on Tuesday 19th January

The role of the Fundraising Manager is to build awareness, engagement and support of Ark-T's work and to develop and implement a fundraising and communications strategy to meet organisational funding targets.

Since Covid we have had an enormous amount of support from existing and new donors who have reached out to champion our work. We have however had limited capacity to thank these donors adequately and to take these donors on a journey with us. This is particularly important now as we move into the next phase and need to look beyond emergency response grants, towards long term donor relationships.

The new Fundraising Manager will help us achieve this. They will line-manage and work closely with our part-time Marketing and Comms Coordinator to ensure that we are using our social media platforms, website and print to engage and inspire new donors and to deliver exceptional donor care.

Responsibilities:

1. Develop and implement a fundraising strategy

- Devise and implement a fundraising strategy with an annual communications and appeals calendar, growing our outreach, and maintaining existing and building new support.
- Successfully design and implement digital fundraising campaigns (Facebook, Twitter, Instagram, TikTok, Website) harnessing the collective creative ideas of the team and project participants
- Tailor communications for audience specific fundraising and build support for Ark-T through targeted profile raising.
- Keep abreast of national and local issues which relate to Ark-T's activities, and link this with our communications in order to build support for our work.
- Prepare all communications, campaign promotion and support materials for individual donors. This will include developing themes of support and the 'ask', researching and sharing topics of interest to build relationships, through newsletters and social media etc.
- Establish and maximise the use of our new CRM database (Donorfy), new website (being developed for January 2021), social media, & email communications.
- Creating engaging content for Ark-T's website in collaboration with colleagues.
- Contribute to the guardianship and development of the Ark-T brand.
- Secure media coverage through proactive promotion of Ark-T's work through press releases and other media activity, including social media.

2. Development and delivery of diversified fundraising activities:

Sustain and build regular grant and donor giving to Ark-T, through:

- Identifying and targeting key existing and potential individual donor groups and designing specific supporter journeys that encourage people to join and donate to Ark-T.
- Building relationships through on and offline communications and sharing stories about our work to increase commitment to Ark-T
- Developing and managing a major fundraising event which will launch a new individual donor campaign for Ark-T by summer / autumn 2021
- Meeting income generation targets by increasing the number of standing orders and one-off donations and maximising Gift Aid.
- Writing at least 3-5 trust and grant body applications in collaboration with the Co-CEO's.

3. General

- Set up, maintain and update a new database (Donorfy) for Ark-T and work with colleagues to ensure accurate records are maintained, and conforming to the data protection act.
- Keep abreast of the interests, trends, and practises in the funding environment, exploring new approaches and adapting the strategy as appropriate.
- Monitoring and tracking progress of fundraising strategies through agreed KPI's, providing analysis of the levels of success for the Co-CEO's and Trustees in monthly and quarterly reviews, and keeping up to date records, analysing and evaluating activities to inform plans.
- Contribute to the work of other Ark-T's colleagues in fundraising and communications, and relationship building, including the timely provision of information.
- Represent Ark-T at meetings, events and other networks as appropriate.
- Contribute to the strategic planning of the organisation.
- Undertake any appropriate duties that may be requested by the CEO.

Person Specification

Experience:

As an experienced fundraiser you will have a proven track record in achieving targets, planning and evaluating campaigns, including:

- A proven track record of managing the growth of individual income streams and generating funding through grant applications
- Proven experience of increasing digital marketing engagement to potential donors through website development and social media platforms.
- Leading on and carrying out donor prospect research and developing new donor relationships.
- Specific experience of building and upgrading donor relationships
- Some experience of working in the creative arts

Knowledge:

- Able to demonstrate understanding of the needs of people living in inequality in Oxford and the benefits of creativity and community in enabling people to transform their lives
- Good understanding of charity and direct marketing legislation, General Data Protection Regulation and Chartered Institution of Fundraising Guidelines

Skills:

- Excellent ability to creatively write a range of materials suitable for different audiences and present it in an engaging and appropriate form
- Excellent personal skills with a proven ability to engage, inspire and support people to undertake fundraising activities.

- Target-focused with proven experience in delivering to income targets
- Excellent research and analytical skills
- Good time management skills, able to work under pressure and meet deadlines
- Ability to build lasting and positive relationships with individual donors
- Good listening and oral communication skills
- Good IT skills including CRM database, MS Office, Social Media Channels, Word Press

Personal Attributes:

Your strategic approach will be analytical and reflective. At the same time, you will be passionate about Ark-T's work, understand the motivations behind why individuals give and be able to communicate a compelling case for support.

As a team-player, you are skilled at building and managing relationships with internal and external stakeholders. Open to new ideas, you take a proactive, innovative and creative approach to your work.

You will also be able to:

- Work proactively on your own initiative. You must be a self-starter who is happy working under your own steam much of the time.
- Have a positive and solution focused mindset in a demanding environment
- Work in a small dynamic team with limited access to resources.
- Be flexible and willing to support others at times when organisational priorities take precedence.
- Work in a culturally sensitive and appropriate manner

Equal Opportunities

We are actively seeking, and warmly welcome a diverse range of candidates to apply from the Black, Brown and Global Majority communities and/or the disability community. We are striving to build a workforce which is authentically diverse and are continually building better inclusive practice.

Policies and Practice

The successful candidate must have a commitment to Ark-T's values and mission; comply with Ark-T's policies and practice, including our code of conduct and safeguarding policies.

Eligibility

Only people eligible to work in the UK can apply for this position.