**Fundraising Manager, Buckinghamshire and Milton Keynes**

Thank you for your interest in the above position. I am pleased that you are interested in working for BucksVision and RNIB, which achieves such a tremendous amount for blind and partially sighted people.

This Job Description and Person Specification can also be made available to you in large print, Grade 1 or Grade 2 braille, or on disk or tape. Please feel free to ask us if you would prefer to receive it in one of these alternative formats.

If you have a disability and would like assistance with completing an application then please contact me at least three days before the closing date for the role and we shall be glad to help you.

We only accept CVs from applicants whose disability makes it difficult to complete an application form. All applicants however need to address the specific information we have asked for in the job advert.

Please read the guidance notes on the careers page of our website before filling in the application form as you may find this helpful when completing the form.

**The closing date for completed applications and interview dates can be found on the job advert relevant to this vacancy on our careers page.**

If you are unable to complete an online application we will accept braille, audio, disk, typed and handwritten applications sent to HR Administrator, RNIB, Human Resources, 105 Judd Street, London WC1H 9NE.

BucksVision and RNIB are committed to being led by our customers (blind and partially sighted people), and one of the ways we do this is through active involvement and engagement in many of our work activities, including the recruitment of new members of staff.

Therefore, please be aware that blind and partially sighted volunteers may be involved in the recruitment and selection process for this vacancy; including reviewing job applications and CV’s, shortlisting and interviews and selection tests.

We want to ensure that as much of our resources as possible go towards supporting people with sight loss and therefore we do not normally contact unsuccessful applicants individually.

If you have not heard from us within three weeks of the closing date, please assume that your application has been unsuccessful on this occasion. However, we would encourage you to apply for other suitable roles.

Once again, thank you for your interest in this vacancy and for working for BucksVision and Royal National Institute of Blind People.

**Chinedu Okoye**

**Assistant Resourcing Business Partner**

[Chinedu.okoye@rnib.org.uk](mailto:Chinedu.okoye@rnib.org.uk)

## Position Details

**Job Title:** Area Fundraising Manager

**Job Level:** M3

**Directorate:** Services

**Department:** BucksVision

**Location:** Aylesbury

**Type of Contract:** Permanent

**Salary:** £24,860 per annum

**Hours:** 28.8 – 36 hours per week

**Reports to:** Chief Executive

**Purpose of Job:**

To lead BucksVision’s fundraising activities, developing our income streams and coordinating events to raise our profile.

**Impact:**

No direct line management responsibility but there is the opportunity to recruit volunteers to support our fundraising activity.

**Financial Responsibility:**

Approximately £60,000 per annum income generation target.

**Decision Making Responsibility:**

The Fundraising Manager takes the lead for all of BucksVision’s income generating and profile-raising activities, including grant and trust applications, community fundraising, individual donations, profile raising and PR, and legacies and wills.

**Main Accountabilities:**

1. To continue to develop our fundraising capacity, putting into place a plan for the achievement of income targets within our local area, and the identification of contingency activity to address shortfalls.
2. To manage the delivery of fundraising activities within the local area, achieving income and acquisition targets and securing strong publicity for events.
3. To work with supermarkets, schools, businesses and groups / associations to build successful fundraising partnerships within communities across the area.
4. To report regularly to the BucksVision’s Chief Executive, submitting accurate and up-to-date records of all fundraising activities and financial transactions as required.
5. To promote and represent the work of BucksVision in the local area, personally and in the media, so that our work is known and supported.
6. To develop and implement an annual PR plan for the local area and build strong relationships with journalists and media outlets.

**General**

The following points are common to all job descriptions:

1. Undertake any other duties commensurate with the post
2. Adhere to all RNIB policies and procedures

## Person Specification

**Please note all criteria are essential unless otherwise stated**

### Specialist Knowledge, Skills and Experience

1. Experience of working in fundraising at a community level, including experience of "making the ask" for support
2. Experience of successful income generation through applications to local and national grant giving bodies and trusts
3. Experience of actively engaging with local groups, businesses and community networks to secure support
4. Experience of event management and profile-raising activities

### People management skills/ team working skills

* 1. Experience of motivating people to get involved and quickly building a rapport and establishing professional relationships with others, including supporting companies, organisations and individuals to maximise income and develop ongoing relationships.

### Planning and Organisational skills

* 1. Ability to identify opportunities and to focus activity to maximise success.
  2. Ability to develop tactics and approaches and to develop and deliver plans.

### Problem-solving and creative skills

* 1. Ability to be proactive, self-starting, enthusiastic and committed.
  2. Ability to work under own initiative and take ownership to ensure delivery of objectives.

### Communication skills

* 1. Experience of promotion, marketing and working with the press and media.
  2. Experience of speaking clearly, fluently and in a compelling manner to both individuals and groups, on the telephone and face to face, adapting style and content to suit the audience, topic and occasion.
  3. Ability to produce effective and appropriate general correspondence, reports and adverts

### Equal Opportunities

Ability to understand and demonstrate commitment to RNIB's Equal Opportunities Policy and to ensure all activities are consistent with the Equal Opportunities Policy. This includes all staff activities and their interface with the general public.

### Special Conditions

* 1. Willingness and ability to travel across Buckinghamshire and Milton Keynes
  2. Must be prepared to travel and attend meetings and training as required which will involve occasional overnight stays.