

Role Title	Fundraising Manager
Job Family	Culture Department, Stronger Communities Directorate
Competency Level	Principal Officer/Manager
Pay Range / Scale	PO5
<p>Purpose</p> <p>To develop and operationally manage the service. To ensure quality and value for money at all times. To ensure the service complies with relevant legislation, regulations and policies.</p> <p>To develop and implement fundraising strategies and processes for the culture department to achieve the outcomes of the Cultural Action Plan '<i>Developing Stronger Communities through Culture and Creativity</i>', to deliver Mission Waltham Forest and the Stronger Communities agenda through:</p> <ul style="list-style-type: none"> - Community powered culture - Creative Health and Wellbeing - Creative Education, Skills and jobs - Cultural Infrastructure and Creative Economy - Creative Neighbourhoods - Culture and Climate <p>Responsibility for external fundraising across the culture department to include public and private funding bodies, trusts and foundations, sponsorship, individual giving, working closely with the William Morris Gallery team and the trustees of the William Morris Gallery Trust, and the wider Culture Team</p> <p>Management of relationships with potential and existing funders and supporters alongside securing new funding relationships and reporting.</p>	
Generic Accountabilities	End Result/Outcomes
Plan and organise work to ensure the delivery of those aspects of the service for which responsible.	<p>Work is completed on time and to the quality and standards required.</p> <p>Changes to priorities are accommodated.</p> <p>Service is delivered to organisational requirements and reflects customer and stakeholder requirements, within organisational constraints.</p> <p>Professional and legal compliance is assured.</p>

Undertake / support consultation procedures. Identify issues, resolving as appropriate and escalating complex problems if necessary.	<p>Activities are undertaken according relevant guidelines / regulations / procedures.</p> <p>Customer / stakeholder views are available to inform recommendations.</p> <p>Data and measurements are accurately recorded.</p>
Collate process and analyse complex information. Ensure all required records and information are maintained correctly.	<p>Information / applications are processed according to procedure.</p> <p>Information is managed efficiently and accurately.</p> <p>Data is recorded and stored in compliance with national standards and can be shared, as appropriate, with other agencies.</p>
Prepare and present results / responses / reports / recommendations.	<p>Accurate, complete and relevant information / reports are provided for internal and/or external use.</p> <p>Issues are clearly summarised, progress and implications are reported.</p> <p>The council's position is clearly stated.</p>
Provide authoritative advice, guidance and support to colleagues, customers and stakeholders. Respond to and investigate enquiries / escalated complaints.	<p>Information, advice and support are accurate, timely and constructive.</p> <p>Problems are identified.</p> <p>Issues are managed through to a satisfactory conclusion, or escalated if appropriate.</p> <p>Risk to the Council / customers is minimised.</p>
Contribute to identifying and delivering information / activities to support service delivery / promote the service area /.	<p>Requirements are effectively identified.</p> <p>All materials / activities are delivered to the required standards and timescales.</p> <p>Information / activities achieve desired results.</p>
Challenge customers' practice and minimise risk, referring concerns to line manager.	<p>Customer risks are assessed.</p> <p>Relevant health, safety and welfare requirements are met.</p>

Work closely with others to clarify changing requirements. Identify, recommend and support the development and delivery of improvements. Contribute to the development and implementation of policies, procedures and systems.	<p>Improvement opportunities and plans to achieve them are identified and recommended.</p> <p>Agreed improvements are developed, delivered and evaluated.</p> <p>Changes are effectively communicated to others.</p>
Lead projects or improvement programmes, or contribute to the delivery of larger projects	<p>Practical, effective solutions are developed and delivered in accordance with legislative requirements and good practice guidelines and address any relevant environmental / conservation / technical / design issues.</p> <p>Projects are delivered to agreed specification, timescales and budgets.</p> <p>All project documentation and reports are completed correctly.</p>
Support others in their development, including external organisations / customers where appropriate.	<p>Identify any changes that may impact the service / profession.</p> <p>Contribute to the development of others (e.g. through sharing knowledge and skills, acting as a coach or mentor, or providing feedback).</p>
Develop good working relationships and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. Model, demonstrate and promote good practice relevant to the role.	<p>Relevant work area reputation is maintained or enhanced.</p> <p>Stakeholders are engaged with activity relevant to them.</p> <p>Positive feedback is received from stakeholders.</p> <p>Communications are clear, well planned and effective.</p> <p>Best practice is shared and promoted.</p>
Support partnership agreements and partnership working within area of responsibility.	<p>Activities which support partnership working are effectively delivered.</p> <p>Partnership working groups produce valid and timely outputs.</p>
<p>Contribute to service / business plans for area of responsibility and to wider service planning and development activities.</p> <p>Contribute to budget planning as required.</p>	<p>Service / business plans reflect input.</p>

Quality check documents, decisions and / or presentations before delivery	All work meets the required standards
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
Job Specific Accountabilities:	
<p>To develop and implement fundraising strategies and processes for the culture department to achieve the outcomes of the Cultural Action Plan '<i>Developing Stronger Communities through Culture and Creativity</i>', to deliver Mission Waltham Forest and the Stronger Communities agenda through:</p> <ul style="list-style-type: none"> - Community powered culture - Creative Health and Wellbeing - Creative Education, Skills and jobs - Cultural Infrastructure and Creative Economy - Creative Neighbourhoods - Culture and Climate 	<p>Culture Action Plan outcomes are achieved</p> <p>Fundraising activity for the Culture Department is optimised and contributes to Mission Waltham Forest and Stronger Communities outcomes.</p> <p>Income and support across the culture department is optimised.</p> <p>Income targets are achieved</p>
Develop an annual fundraising plan, co-created with colleagues, external partners and community partners as relevant.	Fundraising plan is developed with clear action plan for the Culture Department
<p>Identify and approach potential corporate sponsors and funders locally, regionally, nationally and internationally to initiate partnership discussions and identify opportunities.</p> <p>Plan, develop and submit funding bids in line with fundraising plan</p>	<p>Comprehensive prospect list of corporate partners and growth areas is developed and maintained</p> <p>Relationships are developed and positive feedback from funders is received.</p> <p>Portfolio of companies is developed and maintained</p> <p>Pipeline of funding bids are developed and submitted</p> <p>Income targets met</p>
To identify and develop a set of assets for sponsorship purposes.	A range of opportunities are identified and developed. The range of assets and opportunities is attractive to potential funders and sponsors and income is generated.
Manage relationships with corporate sponsors and funders before, during,	Long-term mutually beneficial relationships with corporate supporters are developed and maintained

and after receipt of funds and maintain a high level of supporter care with funders.	and positive feedback from funders is received. Delivery of agreed rights and benefits to partners. Regular progress reports submitted as required.
Ensure that fundraising is co-ordinated with other external funding activities across the Council working.	Consistent and streamlined arrangements for governance and methodology of funding bids Internal and external stakeholders updated on external funding matters. Up-to-date records of funding bids and their outcomes.
Collate information required for reporting to funders, prepare and submit funding and evaluation reports, and ensure that all reporting deadlines are met.	Deadlines are met and information meets standards required.
Review and establish the opportunities for alternative funding approaches, eg crowd funding, membership schemes	Income is maximised through a range of approaches.
Monitor industry information including Corporate Social Responsibility issues and keep up to date with professional fundraising associations and media regarding fundraising tools and skills development.	Information used to inform funding approaches and meet income targets Service is compliant with relevant legislation, regulations and policies.
Respond to the climate emergency	Carbon footprint for activity is minimised Outcomes are delivered with an environmentally sustainable approach.

Nature of Contacts

Typically involves Heads of Service and Senior Managers across the authority, and external agencies and organisations providing advice.

Work directly with colleagues internal and external, other providers and external agencies to gather and exchange information and co-ordinate actions.

Develop sensitivity, persuasiveness, and negotiation and assertiveness skills to communicate with diverse audiences in emotive circumstances. Deal with people at all levels confidently, sensitively and diplomatically.

Provide specialist advice, guidance and support on issues within area of responsibility; develop and maintain joint working and promote the Council position.

Consult with stakeholders to identify requirements. Communicate changes in policy and working practice to contacts.

Successfully engage external contacts, including funders, developers and corporate partners to build productive fundraising partnerships.

<i>Procedural Context</i>
<p>Work within a policy framework and regulatory guidelines, applying knowledge of systems, procedures and best practice. Work to broad managerial direction, within a policy framework and regulatory guidelines, to ensure performance standards are met within a framework of policy and legislation.</p> <p>Plans own time and co-ordinates the work of others. Plan, organise and deliver interventions and actions. Responsible for professional advice, assessments or referrals.</p> <p>Exercise professional judgement in assessing stakeholder requirements, potential risk and quality assurance of service. Monitor and evaluate performance / service delivery, ensuring all parties are informed of progress / issues as required. Thinking creatively to ensure high performance in the service.</p> <p>Provide support to customers, colleagues and other stakeholders through applying knowledge of systems, procedures and best practice.</p> <p>Responsible for meeting performance standards within a policy framework and regulatory guidelines. Accountable for proper use and security of information, resources, equipment and/or facilities within area of responsibility.</p> <p>Use initiative to deal with complex issues and respond appropriately in an unpredictable work environment. May involve isolated working outside core hours.</p> <p>Occasionally the post will be expected to work from other locations; some evening and weekend working will be required.</p>
<i>Key Facts and Figures</i>
<p>Waltham Forest is a highly diverse outer London borough, the 79th nationally most deprived out of 326 boroughs and 12th out of the 33 London boroughs.</p> <p>The Culture Department is responsible for delivering Stronger Communities through culture and creativity, in line with the delivery plan of the Cultural Action Plan. It is responsible for a range of cultural sites including the award-winning William Morris Gallery Walthamstow Assembly Hall, the borough Archives and Walthamstow Wetlands, delivering high quality community led culture and events across the borough and contributing to culture-led regeneration. Key projects include the forthcoming reopening of the refurbished Soho Theatre Walthamstow and the development of the Walthamstow Cultural Quarter including the revitalisation of Vestry House Museum.</p>
<i>Resourcing</i>
<p>Budget Responsibilities: Management of fundraising budgets and funding agreements. Access to departmental funding with business case to be made for budget to gain return on investment.</p> <p>Minimum Income targets to be agreed, but expectations are in excess of £200k per annum through sponsorship, grants, trusts and foundations and other external sources.</p> <p>Supervisory Responsibilities: contractors and suppliers. Occasional supervision of volunteers</p> <p>Reports to: Director of Culture</p>

Knowledge, Skills and Experience
<ul style="list-style-type: none"> ▪ A minimum of three years' experience of working in external fundraising and partnerships environment. ▪ A proven track record in securing and managing major (five or six figure) commercial partnerships and grant funding awards ▪ An established network of active potential supporters, including trusts, foundations and commercial partnerships ▪ Ability to form a strong case for support and to tailor proposals to match potential supporter and partner needs. ▪ Awareness of, and commitment to, the promotion of equal opportunities and the recognition of diversity ▪ Proven experience in managing the accounts of clients an grant funding programmes ▪ Use of CRM systems such as Salesforce ▪ Knowledge of the UK public funding landscape, as well as the private sector and understanding of the particular issues of fundraising within the arts and cultural sector. ▪ Knowledge of individual giving/patrons programmes as well as, crowd-funding campaigns ▪ Experience of working in a risk management environment with effective tracking and mitigation of risks. ▪ Skilled in partnership working and developing collaborative projects. ▪ Experience of writing reports, funding bids, evaluations, briefings or other high level communications, tailoring pitch and content to audiences. ▪ A good communicator and negotiator able to operate and empathise with stakeholders and project teams to influence and gain commitment to objectives. ▪ Excellent interpersonal skills, including diplomacy and networking, with the authority and credibility to build relationships to influence and engage successfully with potential external partners, politicians, senior managers, and colleagues in order to deliver fundraising targets. ▪ Ability to work creatively and collaboratively to solve problems and address challenges. ▪ Excellent organisational/project/time management skills to manage a complex workload, prioritise and set deadlines whilst retaining attention to detail, and cope with conflicting and changing demands. ▪ Good ICT skills in both standard Microsoft applications and specialist systems. ▪ Experience of working in an arts institution ▪ Experience of working in a local authority (desirable)Knowledge of Waltham Forest (desirable)
Indicative Qualifications
Degree or equivalent or vocational qualification in relevant subject or area Evidence of Continuous Professional Development

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to

the accountabilities listed