



JOB DESCRIPTION

Job Title:	Fundraising and Engagement Manager
Hours:	21 per week (3 days per week or option to work flexibly across the week)
Contract:	Fixed term contract for one year with the potential to extend for a further 2 years. We will also consider self-employed status as this is a part time role
Salary:	£18,000 per annum (£30,000 FTE) plus company stakeholder pension
Annual Leave:	10 days per annum plus 3.2 bank holidays (on an employed basis).
Location:	Hybrid
Responsible to:	Merton Giving Lead

Who We Are

We are Merton Giving. We make local giving easy by providing a focal point to get involved. We harness the collective strength of our community and, through donations and fundraising activities from our supporters, award grants to charitable organisations working locally to tackle inequality and change lives for the better in Merton

Merton Giving is an initiative from partners Merton Voluntary Service Council (trading as Merton Connected) and Merton Chamber of Commerce. This role is based with Merton Chamber of Commerce and reports into the Merton Giving Lead.

Role Summary:

Working alongside Merton Giving Lead, to develop the donor engagement strategy and lead the donor engagement plans to generate existing and drive new relationships with donors to generate income and in-kind giving for Merton Giving.

Key responsibilities:

- Working with Merton Giving lead to;
 - undertake audience research and use findings to develop donor engagement strategy.
 - develop appeals, campaigns and resources to reach and engage with donor audiences.
 - develop a more formalised approach for in-kind giving.
- Work closely with Merton Chamber of Commerce colleagues to identify business targets and encourage involvement.
- Use compelling, emotive storytelling to help engagement and encourage giving.
- Work closely with the Merton Chamber of Commerce colleagues including the communications officer to develop content to engage donors and potential donors.
- Implementing donor strategy, developing existing and drive new relationships with donors from different audience sectors including local SMEs, larger corporates, individual donors and High-Net-Worth-Individuals (HNWIs).
- Generate and maximise donations, both monetary and in-kind, through effective relationship management.



- Identify and manage opportunities for in-kind giving including giving skills and employee time.
- Contributing to departmental income reporting, budgeting and forecasting
- Managing administration including, for example, partnership agreements.
- Undertake tracking of donor activity and campaign activity including reporting and monitoring of activity through tools including trackers and database.
- Analyse activity implemented including appeals and fundraising.
- Use reporting and analysis as a learning tool to shape and adapt future activity.

Person Specification

Knowledge, Skills and Experience:

- Ideally 4 years experience of working in a similar fundraising, engagement or partnership role.
- Proven experience of using fundraising activities or partnership activities to engage with different audiences.
- Experience of engaging partners in joint activity.
- Experience of monitoring and reporting.
- Local knowledge of Merton is preferred
- A understanding of the role of the voluntary/third sector desirable.
- Excellent organisation skills and ability to prioritise tasks, work under pressure and meet deadlines.
- Excellent IT skills and experience of using databases.
- Self-motivated, enthusiastic with a can-do attitude.
- Ability to work on own initiative and as part of a team.