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| Sense Logo with tagline |

Regional Fundraising Manager – London & East

Job description & person specification

**Sense single salary point:**  £37,635

**Responsible to:** Head of Community Fundraising

**Responsible for:** Community Volunteers.

**Location:** Predominately homebased, located in or around London.

## About Sense

For everyone living with complex disabilities. For everyone who is deafblind. Sense is here to help people communicate and experience the world. We believe that no one, no matter how complex their disabilities, should be isolated, left out, or unable to fulfil their potential. Our experts offer support that’s tailored to the individual needs of each person, whether that’s at our centres, through our holidays and short breaks, or in people’s own homes. In addition to practical support, we also provide information to families, and campaign for the rights of people with complex disabilities to take part in life.

## About the Sense engagement team

The engagement directorate brings together the public facing teams of

* Fundraising
* Policy, Public Affairs and Research
* Digital Engagement
* Media and Campaigns
* Brand and Content
* Trading

The aim of the directorate is to increase understanding of the experiences of, and the challenges faced by, those who are living with complex disabilities.

We also aim to inspire more people to support and do more for Sense, by enabling Sense to be better prepared to successfully take forward our strategic objective: ‘Increasing awareness of Sense and inspiring people to take action’. Furthermore, our ambition is to double our voluntary income by 2026 to support thousands more people, and their families, living with complex disabilities.

As a result, we now engage with our supporters in a way that focuses on relationships rather than transactions. We want our supporters to have a choice and an opportunity to engage with Sense as a whole, rather than with individual teams and offers – acknowledging that it is their choice.

# About the role

This is a key role within the London & East region for Sense, responsible for generating income and engagement, working closely with services, volunteers and engagement staff.

## Objectives

* This role will be responsible for generating community fundraising income in the London & the East.
* To lead on the implementation and delivery of the community fundraising strategy in order to generate net income and attract more people to support Sense within the region.
* To achieve the income target for the London & East of £80,000 through 4 key income streams – local businesses, groups and associations, trading and education institutions.
* To work with colleagues across Community Fundraising, Engagement and our Operations team to increase support for Sense, both regionally and nationally.

## Key responsibilities

**Building long-term relationships**

* Identify and build long term relationships with key regional contacts, such as local businesses, organisations, schools and high value individuals to encourage financial and long-term support for Sense within the region.
* Local businesses and grants are the largest income drivers for Sense community fundraising. Therefore, this role will build and develop a prospect list of key businesses and community grants in the area, to connect and then apply for.
* Steward businesses, groups, educational institutions and high value individuals throughout their fundraising partnership with Sense.
* Develop our schools and university offering – Sense Sign School, which enables students to learn British Sign Language, in partnership with Sense.
* Work with the Trading team and our Sense shops, who hold quarterly fundraising weeks which generate significant income for the Community Team.
* Provide all community supporters with the highest level of customer care and that all enquiries and requests for support are responded to quickly and effectively.

**Strategy and planning**

* Work with the Head of Community Fundraising to develop the Community Fundraising strategy for the London & East, implementing core activities and identifying other potential regional opportunities.
* Achieve agreed income targets, monitoring and forecasting on a regular basis and taking remedial action when necessary.
* Develop long term strategies for individual areas and ensure the continued growth of these regional areas and the overall Community Fundraising strategy.

**Cross team working**

* Collaborate with other teams in Fundraising to pass on supporters and generate potential leads for teams such as Events, High Value Partnerships and Legacies.
* Support colleagues in our Operations and Trading teams to develop their fundraising potential including spotting and maximising potential higher value opportunities.
* Build a strong relationship with colleagues based at Sense Centres in Barnet, Luton and Cambridge.

## Person specification

**Knowledge**

* Understanding of Community based fundraising trends
* Evidence of own continuing professional development.

**Skills**

* Excellent written and verbal communication skills
* Ability to keep clear and accurate records, producing reports and analysis and presenting them in an effective way to stakeholders and Head of Team.
* Self-motivated and supportive to other team members.
* Highly organised with the ability to work under pressure.
* Excellent time management and ability to maximise opportunities within your hours.
* Ability to manage a complex workload and meet conflicting deadlines.
* Creative, and can generate new and innovative ways to fundraise, with a strong desire to succeed.
* High level of literacy and numeracy.
* High level of IT literacy.

**Experience**

* Extensive experience of recruiting, supporting and stewarding fundraisers or volunteers
* A track record of generating income through various community income streams including groups and local businesses.
* Extensive experience of building successful internal and external relationships
* Experience of managing multiple priorities simultaneously while still providing the highest level of customer care to all supporters
* Experience of financial budgeting and reporting
* Experience of working with fundraising databases, preferably Raiser’s Edge.
* A demonstrable commitment to enabling an inclusive and diverse workforce to reflect our community.
* A commitment to people with complex communication and Sense’s vision and values; a willingness to learn how to communicate with people with complex communication and identify the barriers to their participation in all aspects of Sense’s work.

**Desirable experience**

* Experience of prospecting new local businesses and proactively bringing in new income.

**Personal circumstances**

* There will be a requirement for travel across the region as well as to our offices in London and Birmingham for meetings.
* We would like the postholder to visit local Sense Centre, at least once a fortnight to build a strong relationship with the staff based there.
* There will be a requirement to work unsociable hours to attend events with occasional overnight stays in the UK. Time off in lieu will apply to unsociable hours working.
* The postholder will need access to their own vehicle for travel but mileage will be paid.

**Our values**

Everything we do is underpinned by five core values. These values shape the way we work as we pursue our vision of a world where no one, no matter how complex their disabilities, is isolated, left out, or unable to fulfil their potential.

* We include
* We collaborate
* We find a way
* We challenge
* We celebrate

## Other information

* This job description does not form part of the employment contract.
* This post is not exempt from the Rehabilitation of Offenders Act

#### February 2025