

## JOB DESCRIPTION

**Job title:** Fundraising Manager (Merton Giving)

**Responsible to:** Merton Giving Strategic Lead

**Salary:** £48,195 Full-Time, pro-rata for part time

**Hours:** Full time or part-time. Minimum 21 hours / 3 days per week (preferably to include Mon-Weds)

**Contract type:** Fixed term for 2 years with extension dependent on funding

**Application deadline:** 5pm, Friday 29<sup>th</sup> May

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### Role Summary

The Fundraising Manager is a key role responsible for securing the income that will allow Merton Giving to fulfil its ambitions.

Your primary focus will be to agree and meet fundraising targets by developing new relationships with corporates, trusts, foundations, and individuals. You will be responsible for building a robust fundraising pipeline, creating a long-term development strategy, and embedding an efficient and effective fundraising function within the organisation.

This role is perfect for a proactive, experienced, relational fundraiser who is excited by the opportunity to make a lasting difference in Merton, and enjoys working as part of a small, committed team.

### Who We Are

Merton Connected strengthens the voluntary, community and faith sector and supports charitable organisations across the borough through training, advice, volunteering and partnership building. We pioneered social prescribing in Merton, now embedded in every GP practice for over a decade. We also deliver Healthwatch Merton, the Home Visits Library and Merton Giving.

Merton Giving is our collaborative grant-giving programme through which we work with local people and organisations to raise funds that are distributed to local community organisations to tackle issues identified by local people. We bring together businesses, residents, community projects and other stakeholders and foster strong relationships, in order to unlock the potential of the borough and make Merton a place grounded in social justice, where people feel they belong, have what they need to live well, and are proud to call home.

## KEY RESPONSIBILITIES

### Fundraising and Strategy

- Work with the Strategic Lead to develop and implement a fundraising strategy, including agreed income targets).
- Proactively build and manage a solid pipeline of funding applications and approaches.
- Establish, cultivate, and maintain strong relationships with potential and existing funders, including corporates, trusts & foundations, high-net-worth individuals and the statutory sector.
- Work with the Strategic Lead to identify and take opportunities to engage and develop relationships with Merton's businesses and High Net Worth individuals.
- Work with the Merton Connected team to explore how to maximise sector benefit from corporate volunteering and in-kind support.
- Write compelling funding applications and manage reporting requirements.
- Create and manage an efficient office system and processes for the fundraising function.

### Publicity and marketing

- Promote Merton Giving to stakeholders through producing promotional material, maintaining the website, and social media
- Run events and identify opportunities to promote Merton Giving, especially to businesses and HNWs
- Work with the Grants Manager to collect impact stories from grant recipients for publicity

### Partnership Development

- Work with the Strategic Lead to develop partnerships, and identify opportunities for added value and mutual benefit, such as promoting Merton Giving through the Council's payroll giving scheme.
- Act as an ambassador for Merton Giving, representing the organisation at external events and meetings

### Additional Responsibilities

- Ensure all fundraising activities are aligned with Merton Giving/Merton Connected aims and values.
- Occasionally work outside of normal office hours to support Merton Giving events and activities.
- Support with organisational tasks as required in a small, dynamic team.

## PERSON SPECIFICATION

### Essential:

- Proven experience in fundraising, with a track record of securing income exceeding £300,000 a year from a diverse range of sources (corporates, trusts, individuals, and statutory sector).
- Demonstrable experience in building and managing strong relationships and partnerships with funders and stakeholders.
- Excellent verbal and written communication skills, with experience in writing persuasive funding applications and reports.
- Strong strategic thinking skills, with the ability to develop and implement long-term fundraising plans.
- The ability to influence people through persuasive argument
- Excellent planning, organisational, and project management skills, including the ability to work to deadlines.
- A deep commitment to tackling inequality and a passion for community-led change.
- An understanding of the inequality and challenges within Merton.
- The ability to work autonomously and proactively in a small team.
- Knowledge of Microsoft Office 365 including, Word, Excel, Teams and Sharepoint.

### Desirable:

- Experience with WordPress and grant management software
- Experience of running events
- An experienced and influential public speaker
- Skilled in writing promotional material