

JOB DESCRIPTION

Job Title: Fundraising and Campaigns Manager

Department: Income Generation

Reporting to: Head of Fundraising

Location: Home based with regular travel to our Head Office in Cardiff and across Wales

PURPOSE OF ROLE:

The Fundraising and Campaigns Manager will lead on the development and delivery of Fundraising Campaigns, Challenge Events and Regional Fundraising Strategies. This is a forward thinking and results driven role with cross team engagement at its core and includes the management of the Regional Fundraising Team.

The postholder will develop and grow income across each of the income areas with a focus on supporter engagement and long-lasting supporter relationships at its core. The role will lead on our main fundraising campaigns including Breast Cancer Awareness Month and World Cancer Day and look to identify and recommend future commercially viable opportunities developing these into cost effective income streams.

Across the Challenge Events and Regional Fundraising income areas you'll work to an ethos of Fewer, Bigger and Better to grow these income areas in a strategic and cost-effective approach.

MAIN DUTIES AND RESPONSIBILITIES

- Working with the Head of Fundraising to develop and implement Campaigns, Challenge Events and Regional Fundraising strategies for the charity. With the aim of developing sustainable long-term growth with engagement and relationship fundraising at its core.
- Propose, agree, and own annual income budgets, objectives and KPI's in line with the above.
- To provide monthly reports to the Head of Fundraising detailing progress against budget, objectives and KPIs and implement actions as required.
- To work closely with key internal stakeholders including our key services to understand the charity's messaging, key support services, current and future needs for future funding and to

gain up to date insight for feedback to current funders and supporters.

- To always look to maximise income and awareness for Tenovus Cancer Care through the 3 income areas of Campaigns, Challenge Events and Regional Fundraising while identifying and investing in growth areas in line with sector trends.
- Ensuring that detailed plans and schedules are developed for each fundraising campaign or event and that they are carefully monitored to ensure all actions and deadlines are met.
- To work with the Marketing and Communications Team to develop marketing and communications plans and material for the fundraising activities across Campaigns, Challenge Events and Regional Fundraising.
- Ensuring fundraising materials and web pages are accurate and engaging, including writing creative copy.
- From recruitment to stewardship building strong relationships with donors, supporters, and volunteers with the aim of building long term support for the charity and growing fundraising activity.
- Purchasing of event places and advertising packages in line with challenge event strategies and overseeing the allocation of places to supporters.
- On-the-day organisation and management of challenge events including branding, cheer stations and post-race activities as well as management of volunteers.
- Coordinating training events, including speakers and briefings, invite and attendee processes and any Health & Safety requirements.
- Researching and applying for Official Charity Partnerships to raise income and help build Tenovus Cancer Care profile.
- Managing and developing external relationships with Event Organisers, Promotional partners, and Support agencies.
- To lead and manage the Regional Fundraising Team to grow income within local communities across Wales – focusing on Regional Corporates, Fundraising Volunteers and Friends of Tenovus Groups, Third Party Fundraising, and In-Memoriam income.
- To support the Regional Fundraising Team to develop a tool belt of fundraising asks to support them in strategic income growth in the above areas.
- To develop a volunteer pathway from recruitment to stewardship for our Friends of Tenovus Groups.
- Develop strong cross-departmental relationships, working collaboratively with all teams across the charity to support fundraising campaigns and events.

- Work alongside the Fundraising Administration Team to make sure that supporters are thanked and acknowledged, and the Raisers Edge database is accurately maintained, and up to date.
- Keep up to date with news within the sector including competitor activity and latest trends.
- Represent the Charity internally and externally including hosting Service Visits when requested.
- Ensure that all activities meet all legal requirements including the Charity Commission , the Charities Act, GDPR regulations, insurers' requirements, health and safety and all other relevant guidance.

Prepared by: Head of Fundraising Date Prepared: March 2025

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge		
Experience of meeting and surpassing financial targets and delivering a budget	●	
Experience of leading and managing a remote team	●	
Experience of recruiting and retaining new business	●	
Experience of working with, guiding and inspiring diverse groups of people	●	
Experience of working with well-known individuals such as those in the press and media world.	●	
Experience of identifying, researching and developing opportunities to maximise income and meet targets	●	
Experience of overseeing fundraising activity including the development and support of volunteers and all other resources		●
Experience of presenting information and giving engaging presentations or talks to various groups of people	●	
Experience at successfully managing or leading on an entire project or event that involves working with others	●	
Experience of providing excellent Supporter care	●	
Thorough understanding of relevant legislation/charity law affecting fundraising practice including Health and Safety.		●
Understanding of the voluntary sector	●	
Understanding of digital and online fundraising	●	
Membership of Chartered Institute of Fundraising		●
Skills, Aptitudes & Abilities		
Excellent inter-personal and communication skills with the ability to make people feel at ease	●	
Evidence of multi-tasking, meeting deadlines and working under pressure	●	
Strong presentation and public speaking skills	●	
Ability to build and sustain strong relationships with a diverse range of people	●	
Financial acumen	●	
Proven ability to plan, develop and achieve results from new ideas	●	
Strong attention to detail	●	
Strong organisational skills	●	

Legally able to drive in the UK on a full licence	●	
A willingness to work variable hours, with regular evening and weekend work and to travel within the UK.	●	
Able to communicate through the medium of Welsh or a willingness to learn		●

FLEXIBILITY STATEMENT

In addition to the duties and responsibilities outlines, you must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity change the general character or level of responsibility to the post.

CONFIDENTIALITY

Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff etc. and to ensure that all information relating to the above is processed in accordance with the Data Protection Act 2018 and the EU General Data Protection Regulation ('GDPR')

COMPETENCE

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager.

RISK MANAGEMENT

It is a standard element of the role and responsibility of all staff within the Charity fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Charity have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Charity to meet its own legal duties and to report any hazardous situations or defective equipment.

SMOKING

All employees, whilst in Tenovus Cancer Care's employment, are required to adhere to the Charity's no smoking policy. Any breach of this policy will be deemed as gross misconduct.

WORKING WITH VOLUNTEERS

All employees, whilst in Tenovus Cancer Care's employment, may be required to recruit and manage volunteers. This is an expectation for all roles at Tenovus and full support will be provided by Tenovus' Volunteering department.

EQUAL OPPORTUNITIES

The Charity is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. All employees are expected to promote equal opportunities for staff and clients in accordance with the Charity's Equal Opportunity Policy and Procedure.

VALUES

The charity works within a culture that reflects the following values – Integrity, Supportive, Inclusive, Innovative and Collaborative. All employees are expected to demonstrate and reflect these values in their day to day activities.