

**Reports to:** Head of Development

**Direct Reports:** Marketing and Communications Coordinator

**Main Purpose of the Role (job summary):**

We are seeking a confident, entrepreneurial and target-orientated Senior Fundraising Manager who will join our successful Partnerships Team to support and lead on the cultivation and stewardship of potential and existing corporate supporters, trusts and foundations, major donors and statutory bodies, with the aim of driving significant income growth to match the ambitions of our new Business Plan.

You will build and maintain successful long-term relationships with CYT's funders, think strategically and work closely with the Head of Development to develop persuasive cases for support tailored to specific audiences. You will also oversee CYT's communications, website and social media channels increasing engagement with existing and prospective funders, in-kind supporters and other partners.

The responsibilities outlined below are wide-ranging and we expect to focus this role on particular fundraising streams over time depending on the strengths and experiences of the successful candidate.

**Responsibilities**

Generating New Income

- Working closely with Head of Development to identify, research and develop new opportunities and sources of funding with the aim of driving significant income growth.
- Developing and designing high-quality applications, presentations, and pitches to secure five and six figure funding opportunities from a wide variety of trusts & foundations, including Livery Companies.
- Supporting the Head of Development to develop and deliver our strategy to generate income from corporates.
- Supporting the Head of Development to develop and deliver persuasive cases for support that enables CYT's Partnerships Team to successfully pitch to a wide range of potential funders including local councils and major donors.

Day to Day Management of Fundraising Operations

- Ensuring a high level of relationship management and supporter/funder-care that exceeds expectations, including:
  - Establishing excellent funder account management processes and plans including proactive and appropriate on-going communication, dialogue and engagement, with a particular focus on a proactive plan bespoke for all strategic partners.
  - Ensuring any challenges or problems are communicated promptly and constructively.
  - Implementing effective and timely renewal and funder development processes with the aim of securing continuation funding.
- Working with Senior Partnerships Manager to convert CYT's extensive network of over 200+ corporate in-kind partners into financial supporters.
- Representing CYT at corporate and other partner events as required, including Golf Days and Awards Lunches, with the aim of maximising income generation through the delivery of persuasive speeches and presentations.

Marketing and Communications

- Providing leadership to the Marketing & Communications team to raise CYT's profile and ensure we effectively engage and excite existing and prospective partners with relevant case studies, testimonials, video, photos, statistics produces engaging collateral and offers appropriate promotion to strategic funders and other partners through our social media, website, newsletters, reports etc.
- Manage CYT's brand, ensuring a high-level of professionalism in external communications.

Line Management and Team Working

- Line management of the Marketing and Communication Coordinator, including regular 1-2-1 meetings and supporting their professional development.
- Potential line-management of Senior Fundraising Coordinator(s) after completion of probation.
- Work with CYT's Central and Delivery Teams to achieve Business Plan aims.

#### Other

- Ensure the Trust's fundraising operations meet all legal and regulatory requirements and guidelines including drafting and reviewing appropriate grant agreements, SLAs and funding contracts.
- Keep up to date on latest fundraising trends and provide key updates to the wider team.
- Other duties as may be agreed with the Head of Development/CEO from time to time.

#### Safeguarding

- Construction Youth Trust takes the safeguarding of young people extremely seriously and all Trust staff have a duty to protect the welfare of young people with whom we work. All staff have responsibility to act in accordance with the Trust's safeguarding policy and protocols at all times.

#### CRM

- Construction Youth Trust is committed to ensuring all relevant information being promptly recorded and updated on the Trust's CRM system. All staff have responsibility to ensure a good working knowledge of the CRM system and to update the database promptly and accurately.