

PERSON SPECIFICATION

Role: Senior Fundraising and Marketing Manager

Date: July 2024

Qualities REQUIRED	ESEENTIAL	DESIREABLE
Attainment/Qualifications		
Good educational background (A-levels or equivalent level 3; good standard of English and Maths achieved)	X	
Member of Institute of Fundraising		X
Knowledge & Experience		
Experience managing and building key strategic relationships and/or significant client partnerships	X	
Knowledge and experience in a charity fundraising role	X	
A successful track record of developing and securing new income streams	X	
Experience of establishing and overseeing relationship management and stewardship processes incl. people	X	
Experience line managing and motivating people, working collaboratively and working at a senior level	X	
Proven experience of delivering against stretching income generation targets, goals and deadlines	X	
Experience of working with CRM or fundraising databases	X	
Proven track record of generating income from corporates		X
Proven track record of generating income from statutory bodies, including local councils		X
Proven track record of generating income from major donors		X
Knowledge of the construction & built environment sector		X
Abilities		
Entrepreneurial flair and ability to challenge current ways of working	X	
Excellent interpersonal & relationship building skills	X	
Persuasive communication skills, both written and oral	X	
Highly credible with confidence, gravitas and ability to influence at a high level	X	
Proven ability to identify and develop income generation opportunities and bring fundraising opportunities and negotiations to a successful conclusion	X	
Highly organised and systematic with excellent attention to detail	X	
High level of IT literacy including Microsoft office, CRM	X	
Good understanding of and ability in the legal and regulatory aspects of charity fundraising esp. corporate fundraising e.g. agreements, tax implications		X
Motivation & Personal Attributes		

A genuine enthusiasm for social mobility and creating opportunities for young people, particularly by working with and influencing external partners	X	
Passionate about a high level of external client care and responsiveness	X	
Hard-working, self-motivated and a can-do approach	X	
A high level of determination, drive and ambition to achieve	X	
Professional appearance	X	