

# Regional Fundraising Manager Job description

Together we are help and hope for everyone living with dementia



# Who we are

## Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

## Together we are help and hope for everyone living with dementia.

# Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



### Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



### Trusted expert

We're listening, we're learning and we use experience and evidence.



### Better together

We're open, we combine our strengths and we achieve more together.



### Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# Regional Fundraising Manager

## Position in the Organisation

Reports to the Senior Regional Fundraising Manager  
 Member of our Regional Engagement team.  
 Part of our Income and Engagement directorate.

## Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

As the Regional Fundraising Manager (RFM) you have overall responsibility for the management and development of your team in a defined geographic area. You will manage your team to achieve and exceed an annual income target, deliver exceptional supporter stewardship and acquisition of new business, through driving a high-performance culture.

You will need a strong understanding of regional fundraising and opportunities in your area to build and drive dynamic plans for maximising the potential of both income and the team. With a real focus on corporate, organise your own events and groups and associations, you need to be able to shift between these income streams and lead by example through demonstrating relationship fundraising with some of the highest value supporters in your area.

Your role will focus on:

- Maximising the fundraising potential in a defined geographic area to deliver income targets and future growth in three core income streams – companies, groups and associations and individuals
- Strong management of a team of Regional Fundraisers maximising their skills and capacity to exceed targets
- Role model and drive relationship building - providing exceptional stewardship to build relationships that boost retention and life-time value for our highest value supporters

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A Trusted Expert who believes in working Better Together and demonstrates true Compassion.

## Key Accountabilities and Responsibilities

- Directly accountable for the management and increasing the performance of their team in accordance with the Society's policies and procedures, including due diligence and compliance
- Translate the Regional Engagement Strategy into an operational action plan for a defined geographic area in order to deliver income targets and KPIs
- Accountable for the delivery, reforecasting, reporting and monitoring of the team target, providing detailed analysis and relevant commentary as requested
- Accountable for ensuring their team reach a set target for new business acquisition
- Responsible for delivering higher level bespoke stewardship and key account management for an agreed number of supporters

- Support the team to ensure opportunities with their existing high value partnerships and supporters are maximised
- Proactively seek opportunities to personally deliver additional higher level stewardship and recognition when appropriate, to increase income and retention
- Proactively network internally and externally to develop and cultivate key relationships
- Guide, motivate and challenge the team to create and deliver their action and supporter plans
- Ability to travel across your patch regularly to deliver; stewardship, acquisition (e.g. pitches), presentations and to support your team when needed, including working occasional evenings and weekends
- Attend face to face departmental meetings and other events, which may include overnight stays.

## Other tasks

- Contribute to other areas of work which enhance the Regional Engagement or Income and Engagement wide strategies
- Undertake any other duties or projects appropriate to the nature and grade of this post as required

## We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
A Regional Fundraising expert with strong and diverse knowledge of community income streams - risks, opportunities and potential growth	E	A/I
Significant experience of providing strong line management to a team, empowering them to problem solve independently	E	A/I
Strong experience of developing, monitoring, delivering and reporting on budgets and non-financial targets	E	A/I
Ability to influence and negotiate at the highest level regionally – internally and externally	E	A/I
Proven experience of new business acquisition and excellent account management	E	A/I
Ability to manage competing priorities and deliver multiple concurrent activities, delegating where necessary, with minimal support needed	E	A/I
Experience of developing regional action plans from strategic objectives for the team to deliver	E	A/I
Strong local knowledge and the ability to combine this with organisational data to inform plans and decisions	E	A/I
Ability to work remotely, independently and travel, including occasional overnight stays, evening and weekend work as required	E	A/I
Full drivers Licence and access to a car	D	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I

Non-judgemental communication	E	A/I
Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role.

Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

# Our benefits



## Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



## Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



## Family & Dependents

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



## Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave