



Job description & person specification

Post Title:	Supporter Engagement Manager
Responsible to:	Head of Fundraising
Purpose of Job:	To manage the fundraising target across Challenge, Community and Individuals and support children across Sussex.
Location:	Rockinghorse is based in central Brighton. Our work is across Sussex.
Salary Range:	£30,000 - £35,000 (dependent on experience)
Contract:	Full time, 37 hours per week. It is also expected that the postholder will fulfil any occasional additional duties during evenings and weekends as required and work flexibly to do so.

About Rockinghorse

Rockinghorse Children's Charity was set up in 1967 by Dr Trevor Mann as the official fundraising arm of the Royal Alexandra Children's Hospital in Brighton. We raise money to provide life-saving medical equipment and additional services with the aim of improving the lives of sick children throughout Sussex. Along with the Royal Alex and the Trevor Mann Baby Unit, Rockinghorse also supports the Special Care Baby Unit in the Princess Royal Hospital in Haywards Heath along with paediatric wards, specialist neonatal units, respite centres and children's services across Sussex. Rockinghorse does not receive any government funding and relies on the generous support of individuals, community groups, schools, companies and trusts. We believe that no matter where they are, children should always be allowed to be children. To find out more, visit www.rockinghorse.org.uk

About the role

This role manages the income streams across challenge, community, and individuals with the guidance of the Head of Fundraising and the ultimate strategy plans from the CEO. You will be a driven and articulate individual looking to develop your fundraising career. We are looking for someone who has the ability to multitask and manage supporters who are coming directly to the charity whilst also finding new and innovative ways to attract a different pool of supporters. This is an exciting time to join the team as we design the strategy for the charity for our 55th year. You will play a pivotal role in developing our supporter engagement activities to tie in with the overarching plans for the charity and will lead the charity activities in this area to grow the income generated. You will be a team player who can see the importance of the charity's mission and finding new ways to show us as leading the way in ethical fundraising.

Duties of the role

Fundraising:

- To lead on supporter income (challenge and individual) with the charity's strategic plan at the core of all activity.
- To work with the Head of Fundraising and the team of fundraisers to implement and develop a holistic approach to fundraising and supporters.
- To manage and advise all supporters with their events and activities in aid of Rockinghorse, to maximise income generated and increase awareness and understanding of the charity and our work.
- To proactively grow and develop new ways for supporters to fundraise for Rockinghorse and engage in our work for children across Sussex.
- To lead on and improve our supporter engagement journeys, products and mechanisms for all supporters of the charity.
- To build and develop an income pipeline across all support income channels with accurate forecasting, budgeting and contingency planning.
- To understand the needs, wants and behaviours of new and existing supporters.
- To help Rockinghorse grow our reach and find ways to bring our case for support to life for supporters
- To evolve our case for support to attract, retain and engage a loyal community of supporters.
- To work with the Head of Fundraising on budgeting and reporting of income generating activities.
- To maintain and develop the charity's central database (e-Tapestry).
- To manage and develop all external platforms the charity uses for individual and challenge event fundraising.

- To support cross-charity campaigns – developing ways for supporters to engage in the campaigns and raise money for them.
- Represent the charity at supporter events and activities.

Other:

- To support the marketing and projects functions with stories, case studies and activities for corporate communications and impact reporting.
- To keep abreast of external factors that might impact fundraising.
- To be aware of the fundraising landscape and maintain an understanding of market intel.
- To model excellent conduct and behaviours in line with the charity's ethos.
- To manage any interns, work experience candidates or volunteers that support the charity with fundraising.
- To carry out other such duties as may be required by the CEO for the purposes of the charity.

Person specification

Essential:

1. A proven track record of successful income generation across challenge and individual fundraising.
2. Experience in developing and building integrated supporter journeys.
3. Experience of using customer relationship management platforms (Rockinghorse uses e-Tapestry).
4. Experience of face-to-face and digital interaction and meetings with new and existing supporters.
5. Experience with platforms such as JustGiving and MailChimp (or similar).
6. IT proficiency on Microsoft Office and SharePoint (or similar).
7. Excellent people skills, adaptable and flexible in manner and approach.
8. Excellent planning, problem solving and organisational skills.
9. Excellent written and verbal communication.
10. Ability to project manage events including community driven activities.
11. Ability to work on own initiative and as an active team member.
12. Ability to work under pressure and in a fast-paced environment.
13. Commitment to Rockinghorse's mission, vision, and values.

Desirable:

1. Experience and/or understanding of fundraising income streams including community fundraising.
2. Experience developing and improving fundraising databases (Rockinghorse uses e-Tapestry).
3. A strong network within the Sussex community, the UK charity and funding sectors.
4. Strong customer service and ability to engage with supporters at all levels.
5. An understanding of safeguarding, confidentiality and safe working practices.
6. Member of the Chartered Institute of Fundraising.

Benefits:

- 25 days annual leave plus bank holidays.
- Additional day of annual leave on your birthday.
- Cycle to work scheme.
- Tax-free childcare voucher scheme.
- Competitive pension scheme.
- Employee and dependants' health cash plan including access to Employee Assistance Programme.
- Family leave including maternity, adoption, shared parental and paternity leave.
- Ongoing opportunities for learning and professional development for staff.
- Opportunity for flexible working.
- Subsidised car parking in Brighton.
- Rockinghorse are committed to building an inclusive workplace with equality and diversity, we welcome applications from all sections of our community.

To apply, please send your CV and covering letter to Janella Merritt, Head of Fundraising – Janella@rockinghorse.org.uk