

Fundraising Manager – Individuals

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Recruitment Pack June 2020



## **Fundraising Manager – Individuals**

This is an exciting opportunity to join the Severn Valley Railway Charitable Trust, taking the reins of Individual Giving fundraising. This is your chance to join a passionate local charity that is committed to safeguarding the Severn Valley Railway. In 2012 the Charitable Trust was established to help future proof this much loved major tourist attraction, and eight years on we have raised over £5million. We are now embarking on our next chapter, to raise £10million, would you like to come on board?

### **Overview**

Post:	Fundraising Manager, Individual Giving
Reporting to:	Director of Development
Employer:	Severn Valley Railway Charitable Trust
Salary:	Competitive
Primary location:	Number One, Comberton Place, Kidderminster
Hours:	Part-time (30 hours)
Holiday:	31 days (inclusive of Public holidays)

### **Summary of Role**

This is a fantastic opportunity to bring your proven fundraising experience in individual giving to this driven and passionate heritage charity. The Severn Valley Railway Charitable Trust is a separate entity to the SVR Holdings Company who operate and run this much loved attraction. The Trust's focus is to help secure the future of the Severn Valley Railway through donations, grants and sponsorship. This position is a hands on role and initially comes with line management of a part-time Fundraising Co-ordinator and 3 volunteers. We envisage this area of the business growing as the successes of your initiatives are realised. We have been extremely successful in our individual giving thus far, but it is time for a new experienced fundraiser to take it to the next level, focusing on both acquisition and retention, and building a stronger fundraising volunteer base to assist you in delivering your plans. Your remit will involve a mix of fundraising techniques, including 1-2-1 fundraising to our high value donors.

## **Main Duties and Responsibilities**

### **Strategy and Planning**

- To increase income generated from individual giving fundraising activities.
- To create and execute a donor acquisition and retention strategy.
- To manage the individual giving budget in line with objectives and KPIs, reporting to the Director on income and expenditure and highlighting variances in a timely manner.
- To test, monitor, evaluate and implement existing and new channels and key messages that allow two-way engagement with donors.
- To develop long term sustainable income through identifying the audiences, channels and messages that will maximise effectiveness and efficiency.
- To develop high quality supporter care including responsive and prompt donor care and stewardship and to support the Fundraising Co-ordinator to implement these.
- To develop a volunteer-led model of fundraising.

### **Direct Marketing**

- To manage and deliver integrated online and offline campaigns.
- To manage the design, print and production of direct marketing activity, negotiating bought in services and ensuring invoices are in accordance with quotes.

### **Administration and Reporting**

- To manage the Individual Giving budget and provide monthly updates to the Director.
- To keep accurate and up to date records of all activities, using ThankQ CRM database, extracting reports for the team as required, and maintaining high standards in customer care and record keeping.

### **Managing Relationships**

- To provide management and guidance to the Fundraising Co-ordinator to ensure that KPIs and objectives are achieved and a clear personal development plan is in place.
- To build strong internal working relationships with colleagues and externally with supporters.
- To work with the SVR Holdings Marketing and Communications team to gain support and cross selling opportunities within the different SVR audiences.

## **Development**

- To work with the Director to review the Trust's CRM database and consider an Organisation wide CRM system.

## **Other**

- Proactively ensure all materials produced are accurate and compliant with relevant GDPR protection and Gift Aid legislation.
- To undertake all activities in line with best practice standards and processes as set out by the Fundraising Code of Practice and industry regulatory bodies.
- To keep abreast of all developments in Individual Giving and ensure charity compliance.
- To contribute to the Fundraising Team's strategic planning and budget process.
- To carry out any other tasks as reasonably requested.
- To actively implement the principles of Equality and Diversity.

## **Person Specification**

Educated to degree level and / or an accredited fundraising qualification such as Certificate or Diploma in Fundraising.

## **Experience**

- Developing and implementing an Individual Giving strategy.
- Managing and developing team members.
- Increasing income through donor acquisition and retention.
- Using a fundraising database to record data and extract intelligence accurately.
- Implementing donor segmentation, targeting and positioning strategy.
- Knowledge of a range of fundraising products, recruitment channels and engagement channels.
- Managing income and expenditure budgets.
- Presenting to internal and external stakeholders.

### **Skills and abilities**

- Strong verbal and written communication skills. Able to engage audiences using a range of communication tools.
- Strong direct marketing skills; skilled at devising and delivering social media and print campaigns.
- Ability to work cross-functionally and to secure resources and support from colleagues in different business areas.
- Strong interpersonal and influencing skills; confident and personable with the ability to manage and build strong relationships with key individual donors and organisations.
- Strong organisation and time management skills. Able to plan / prioritise own work and meet agreed deadlines.
- Excellent attention to detail and methodical approach to tasks.
- Competent use of MS Outlook, Excel, Word and the Internet.
- Strong numerical / budgeting skills.
- Strong data processing skills.
- Experience of social media campaign management.

### **Attitude and Personal Qualities**

- Motivated, reliable and professional.
- Flexible, able and willing to respond to changing priorities.
- Strong team player with collaborative working style, who enjoys individual and team working.
- Willing to participate in all activities relevant to the role.
- Willingness to work occasional evenings and weekends.
- Commitment to GDPR and Fundraising Code of Practice.
- Commitment to the principles of Equality and Diversity.

As a volunteering organisation, we ask staff to volunteer 5 days per year during our busy season

# Our SVR Family Values

The SVR Family consists of the three separate companies

**1. Severn Valley Railway (Holdings) Plc** (Company number 01046274) is a not for profit company limited by shares. No dividend is paid to shareholders with all profit used to support the running of the Railway. It owns the infrastructure and assets of the SVR, employs the paid staff, and is responsible for the governance, operation, finance, planning, customer service and management of the SVR.

**2. Severn Valley Railway Company Limited** (Company number 00906842), a company limited by guarantee, supported by a paid membership of 12,500 members and provides volunteer staff who assist in the operation of the Railway from a working volunteer membership pool of 1,700.

**3. Severn Valley Railway Charitable Trust Limited**, a company limited by guarantee (Company Reg, No.04341280) Registered with the Charity Commission (Reg.No.1092723). The focus of the SVR Charitable Trust is to generate funds:

- To enhance, maintain and restore SVR rolling stock and infrastructure.
- To provide educational and interpretive displays for the SVR
- To provide educational and heritage skill training used in the restoration, repair and operation of the SVR.

It also owns some rolling stock used on the SVR and employs its own paid staff and volunteers.

## Our Staff

**The Severn Valley Railway** is run by a team of 100 full-time equivalent paid staff and 1,700 volunteers. As part our commitment and recognition to our volunteers, we request that all paid staff give five volunteer days to the Railway every year, this may involve supporting key events, to include Santa Specials and Gala's.

## Our Vision:

The Severn Valley Railway is a heritage railway of national standing, respected in its success in bringing the 'golden' age of steam travel to life, for the seamless historic integrity of its locomotives, rolling stock, buildings and structures and generating a real feeling of pleasure and enjoyment to those that visit and within its active supporters.

## Our Mission:

To enthuse and inspire an affection and understanding in our visitors and staff for the Severn Valley Railway and the bygone era of steam locomotion and heritage diesels through the operation and interpretation of the Railway infrastructure, locomotives, historic carriages and wagons.

Number One, Comberton Place, Kidderminster, DY10 1QR. Tel: 01562 757940.

[www.svrtrust.org.uk](http://www.svrtrust.org.uk) email: [fundraising@svrtrust.org.uk](mailto:fundraising@svrtrust.org.uk)

Registered Charity Number: 1092723

## Our Family Values

The success of Severn Valley Railway is entirely due to the dedication, skills and knowledge of the volunteers and paid employees. Our culture - "the way we do things here" - reflects the shared attitudes, beliefs and behaviours that we value in each other. These family values define how we will all work together to deliver our Vision and Mission through:

- **Passion and Enthusiasm**
- **Professionalism**
- **One Team Approach**
- **Respect**



### Passion and Enthusiasm

With enthusiasm, you work to deliver a high quality service to meet personal, company and customer expectations. You are passionate about what you do, pursue a 'can-do' attitude in your work, ensuring it meets the needs of current and potential customers.

### Professionalism

You take ownership of your work and use your initiative to deliver. You are accountable for your own performance and development and you take responsibility for your actions and decisions.

### One Team Approach

You work with others to reach a common goal; sharing information, supporting colleagues and customers, searching out expertise and solutions.

### Respect

You are aware of your impact on others and your use of resources. You value openness and listen carefully to understand the views of others. You promote the values of diversity and actively work to minimise any harm caused to our climate and surroundings.

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