

The Margins Project

Union Chapel Offices, 19b Compton Terrace, London N1 2UN

020 7704 9050 | margins@unionchapel.org.uk | www.unionchapel.org.uk



Job Description

Role: Fundraising Manager

Responsible to: Director

Hours: 22.5 hours per week, with flexibility to work across 3-5 days (including attending occasional board meetings / events outside normal office hours)

Salary: £21,000 per year (£35,000 pro rata)

Annual leave: 14 days per year (23 days pro rata)

About the organisation

The Margins Project is here for people facing homelessness. We believe that everyone deserves an opportunity to flourish and realise their potential, and find a place of dignity in society. We empower people to gain the knowledge, resilience and self-confidence to break the cycle of homelessness.

The Margins Project offer an in-depth programme of supported employment, personal development, and housing support; tailored to the individual. This includes paid employment in our commercial kitchen at Union Chapel, personalised housing support, as well as food, shelter, and other essentials. Working together with Margins, people facing homelessness achieve significant improvements in their employment prospects, wellbeing, and housing situation.

Our values:

- Inclusion: We strive to support people whom other agencies do not.
- Personal: We tailor our work to the individuals we work with, providing in-depth support that has a meaningful impact for them.
- Empowerment: We provide people with the time, tools and opportunities to realise their potential and succeed in their own right.
- Quality: We are a team of specialists who aim high, because people facing homelessness have a right to be supported by experts.

About the role

Our Fundraising Manager is crucial to the organisation. You will work in close partnership with the Director and the board of trustees, to ensure that our business strategy is fulfilled successfully. You will lead on the delivery and development of our fundraising strategy to ensure that we have the necessary diverse income streams to realise our mission and maintain reserves. And you'll oversee a funding model that delivers:

- Sustainability, for example by securing multi-year overlapping grants and the converting one-off donors to regular donors
- Resilience to shocks through a diverse income portfolio, which allows balance and avoids over reliance and dependence on one income stream.
- A good return on investment, for which we are accountable to our funders and donors
- Unrestricted income wherever possible, and full cost recovery.
- Our new strategy successfully - by developing partnerships and relationships, being aware of external influences, and creating opportunities

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Key accountabilities	Key elements/Tasks	% of Time
Fundraising	<ul style="list-style-type: none"> • Deliver, review, refresh and maintain the 3 year Fundraising Strategy • Research prospects to support the work of the charity • Make applications and proposals to existing and prospective supporters, particularly trusts and foundations, corporates and individuals in line with the fundraising strategy • Maintain close links with the Union Chapel fundraising team to ensure plans are aligned, opportunities are capitalised on, and conflicts of interest are avoided • Apply for statutory funding if relevant • Support Events and Community fundraising if they have a clear rationale for either donor development or a good return on investment • Report to funders within their deadlines • Maintain relationships with key individual donors and representatives of Trusts and Foundations, Corporates and the Statutory sector • Maintain paper and electronic records of applications, reports and communications with funders • Maintain a database of supporters • Introduce a Customer Relationship Management (CRM) system 	55
Communications	<ul style="list-style-type: none"> • Contribute to the Margins' communications plan at a strategic level • Maintain the Margins' brand and tone • Devise campaigns as necessary • Collect data on outputs, outcomes and gather case studies for use in communications • Liaise with Union Chapel Communications Manager to ensure regular social media communication • Periodically provide content for newsletters and social media updates • Provide content for the Annual Review and liaise with the photographer, designer and printer in its production. • Contribute to other marketing and communications as required 	15
Compliance	<ul style="list-style-type: none"> • Ensure all communication with and records of donors and supporters comply with GDPR • Ensure that all fundraising activity complies with both the legal requirements and best practice recommendations of the Fundraising Regulator Code of Practice • Provide relevant content for the Trustees annual review 	5
Volunteer management	<ul style="list-style-type: none"> • Recruit, support, and line manage a team of community fundraising volunteers and Ambassadors 	5
Finance	<ul style="list-style-type: none"> • Liaise with the Director, and Union Chapel Head of Finance & Operations, regarding income and expenditure budgeting • Provide the accounts team with information on grants and donations, any restriction and purpose • Maintain short, medium and long term pipelines • Liaise with the Union Chapel Head of Finance & Operations regarding any budgeting required for applications and reporting 	10

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Key accountabilities	Key elements/Tasks	% of Time
	<ul style="list-style-type: none">Manage budget for the costs of fundraising and relevant communications, ensuring that spend is closely monitored and accurately recorded, within budget, is cost-effective and provides good value for money	
Development	<ul style="list-style-type: none">Remain up to date with latest fundraising and GDPR regulationsAttend training and seminars on best fundraising practice where relevantAttend meetings and seminars with funders where relevant	5
Other	<ul style="list-style-type: none">Attend and participate in board / management team meetings, and other ad hoc meetings when necessaryCover for colleagues as required, including deputising for Director on occasion, and setting the tone and direction of the charity for staff and volunteersOrganising events as necessary with support from the Office CoordinatorAny other duties which may from time to time arise and are appropriate to the post.	5

Person Specification

- Experience and knowledge of fundraising from multiple income streams, including trusts and foundations, corporates and individuals
- Experience and knowledge of communications relating to fundraising, including traditional channels and digital media
- Skilled in customer service, influencing and building/managing relationships
- Experience of producing analysis and reports to inform and advise senior colleagues of progress, opportunities and threats
- Understanding of GDPR legislation and Fundraising Code of Practice
- Experience of budget management and financial planning
- Experience of managing and developing teams of volunteers, including recruitment, motivation, training, mentoring, and performance management.
- Understanding of the importance of equality, diversity and inclusion
- Able to think strategically
- Emotional intelligence and ability to empathise with others
- Organisational competencies including planning, time management, attention to detail, record keeping, prioritisation, and working upon own initiative without supervision
- ICT literacy, including proficiency with Microsoft office programs