Job Description: Funding Manager

About the Breastfeeding Network

The Breastfeeding Network (BfN) is a Scottish registered charity working across the UK to support women, parents, families and communities with evidence-based information and practical support at some of the most critically important times in their lives. We work towards a world in which women and families feel supported in their feeding choices and are able to breastfeed for as long as they choose.

We are committed to ensuring that BfN and our outstanding services are available- free of charge- to all women, parents and families, for many generations to come. For this to happen, it is vital that BfN significantly scale our fundraising and secure support from a range of different trusts and foundations and this is where you come in!

The feedback below highlights the impact BfN services make, and the difference of funding you help us secure:

 *‘I called to discuss stopping breastfeeding my one-year-old. It was so refreshing to be fully supported in this decision and not feel challenged or pressured to continue.’*

*‘The first phone call I made 10 months ago, I was so done with feeding my newborn. But the support the lady gave me was out of this world. Nearly 3 hours on the phone and that gave me the power to carry on.’*

 *‘They supported me with zero judgment. Understood that every breastfeeding journey is different @BfN\_UK’*

BfN have a wide portfolio of funded activity across the UK. We are trusted by and financed through local authority, CCG/NHS, public health, government funds and donor funds. The Funding Manager is a new and exciting role and a member of BfN’s Programme Quality Team. The post-holder will contribute to improved impact, resilience and efficiency by meeting ambitious fundraising and income generation targets, particularly from trusts and foundations, and support BfN to embed robust fundraising systems.

Role Summary

The post holder will drive significant growth in income. They will scope and apply for relevant funds, particularly from trusts and foundations in the first instance. They will oversee marketing and business development activity and design and implement cost-effective processes and systems that support funding management throughout the organisation. Funding activity will be in line with BfN’s strategy and the organisation’s commitment to the WHO Code on the Marketing of Breast Milk Substitutes. The post-holder will line manage the Marketing Officer and work closely with other members of the Programme Quality Team, service teams and finance.

Main duties and work tasks

Applying for funds (expected to be the initial focus of this role)

* Plan, project manage, prepare and write high quality and compelling funding applications and pitches in response to calls and grant openings, partnering pro-actively with programme and core staff.
* Work on the achievement of agreed funding targets, adjusting approach to achieve success, as needed.
* Oversee tailoring and careful alignment of all funding applications to funding opportunities, ensuring fit with eligibility criteria and donor interest, agreed BfN strategy and organisational priorities.
* Gather feedback and learning from funding applications and delivery to improve success rates, quality of funding and donor satisfaction.
* Work closely with finance, HR and service teams to ensure funding applications are ambitious yet realistic about cost, capacity and feasibility.

Donor Cultivation and Relationship management

* Establish, nurture and convert strong relationships with potential donors, including trusts and foundations, other grant/ donation-making bodies and wealthy individuals.
* Develop and implement cultivation and stewardship plans to increase donor engagement and loyalty.
* Oversee regular and appropriate engagement with donors to provide updates on projects, express gratitude, and solicit continued support, including through direct communication where appropriate.
* Be an effective, engaging ambassador for BfN, furthering agreed BfN objectives and values.

Fundraising Strategy and governance

* Identify, explore feasibility and action new fundraising opportunities to maximize revenue generation.
* Research, analyse and schedule funding sources, applications, corporate fundraising and campaigns, proactively co-ordinating with other members of the BfN central and service teams.
* Lead the development and execution of a relevant 3-year fundraising strategy aligned with the charity's purpose, strategy, financial and delivery priorities
* Prepare regular reports on fundraising progress, outcomes, and key performance indicators for the Board of Trustees.

Funding Stewardship and Management.

* Review, prioritise, monitor and adapt fundraising and funding management practice so that systems and processes are efficient and effective in securing and stewarding funding.
* Ensure BfN works in line with regulator guidance and recognised good practice.
* With Programme Managers and Finance and the CEO, develop and elicit co-operation for consistent processes to support all stages of the funding cycle, including but not limited to, introduction, proposal development, contracting, thanking and reporting to donors.
* Where agreed, co-ordinate and write specific reports to donors.
* Maintain appropriate and auditable records of funding applications and activity, in line with information governance requirements.

Management.

* Coach, Motivate, performance manage and empower the Marketing Officer through regular one to ones and appraisal systems
* Contribute to high quality inductions, briefings and guidance on funding matters across BfN.
* Where asked to do so, deputise for the tasks of the Programme Quality Manager.
* Contribute to the development of budgets and their management as required.
* Assess the progress of funding activity and campaigns, reporting against agreed metrics and providing visibility to the CEO, central team and Directors as appropriate.

Fundraising Campaigns and Initiatives.

* Support the work of the Marketing Officer in planning and executing fundraising campaigns, marketing of income generating activity, fundraising initiatives and supporter schemes, eliciting the co-operation of other members of the central or service teams, and adapting where this increases success.
* Work with the Marketing Officer as needed to assess the viability, likely return and alignment of fundraising and marketing opportunities.
* Collaborate with the Marketing Officer and Communications and Social Media Officer, as required, to support the development of compelling fundraising materials and messaging.
* Manage the delivery of BfN Communications Strategy, where this relates to supporter recruitment and cultivation.
* Working with the Marketing Officer, Finance Manager and Programme Managers, support the development and application of funding standards and processes to achieve consistent quality throughout the funding cycle
* Provide guidance to service teams to inform local level fundraising activity, where agreed.

*This is not an exhaustive job description and may be subject to change according to the needs and development of the role. It is expected that the post holder may undertake such other duties as may be reasonably requested.*

Person Specification:

What we are looking for

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| **Essential** |

* Relevant track record of delivering fundraising activity that meets or exceeds funding targets
* Track record of raising significant funds to fully cover core operational costs of an organisation
* Relevant experience of writing and managing successful funding applications to trusts and foundations
* Experience of donor research and cultivation
* Experience of applying relevant systems and procedures to support consistency in fundraising and stewardship
* Outstanding ability to write clearly, compellingly and accurately for supporter audiences
* Numerate with experience of developing and monitoring budgets
* Ability to manage cross-organisational processes, including eliciting co-operation from others
* Ability to communicate with people at all levels in person, on the telephone and in writing in a way which is clear, compelling and persuasive
* Experience of working with charities and volunteers
* Ability to assimilate information and analyse the implications for future work
* Experience of successfully managing relationships and working remotely
* Ability to problem solve and efficiently implement change
* IT skills including confidence using Microsoft 365 suite and other programmes.
* Strong commitment to BfN and securing funds for the delivery of BfN’s strategy
* Commitment to work in line with the WHO Code on Marketing of Breast Milk Substitutes at all times
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| **Desirable** |
| * Relevant funding/ fundraising qualification (e.g. Institute of Fundraising etc)
* Experience of contributing to business planning
* Experience of legacy fundraising, fundraising from High Net Worth individuals, community fundraising
* Knowledge of infant feeding, early years or similar sectors
* Experience of line management
* Knowledge and understanding of the fundraising code
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