

## Role Profile

### Relationship Fundraising Manager

#### Role Purpose...

- Deliver Macmillan's supporter relationship plan to grow income across the fundraising portfolio through the delivery of bespoke supporter stewardship and development. Focus on the highest value and highest potential opportunities, measuring success against financial and non-financial KPIs. Help supporters understand the impact their support makes for people with cancer, feel valued, and appreciated.

#### In this role, your accountabilities and responsibilities are...

- To work as one team toward a shared fundraising target for the area/territory, working closely with fundraising teams to give supporters tools, advice and support to raise more money in a compliant way.
- Responsible for the delivery of financial and non-financial KPIs for your area, always focussing on the highest value opportunities.
- Responsible for implementing key stewardship campaigns on time and against agreed KPIs.
- Develop an individual portfolio of managed supporter relationships with a personal income target to maximise income for Macmillan.
- Use blended communication channels to engage and inspire supporters and volunteers to build long term relationships and diversification to and retain their support.
- Implement the local operational plan, in line with the territory strategy and Macmillan's Fundraising, Marketing and Innovation strategy.
- Understand the overarching case for support for the relationship teams and use this locally to drive engagement and income across your area.
- Deliver an effective donor journey for donors and prospects, ensuring appropriate levels of communication, stewardship, recognition and engagement in line with agreed supporter journeys.
- Understand supporter motivations and value the commitment they're making, helping them to get involved with Macmillan in the way that suits them best and brings the cause to life.
- Using Macmillan tools and experiences, enable us to deliver on our ambition to be best in sector for thanking supporters and helping them understand the impact they are making.
- Motivate, manage, and develop Macmillan volunteers to grow income in line with our Volunteer Quality Standards.
- Record, protect and optimise Macmillan's data, using agreed systems and processes to record supporter interactions and journeys and enable us to develop insight to improve the supporter experience and deliver income.
- Ensure an integrated cross-working approach with all fundraising departments to ensure opportunities are maximised and the supporter relationship is managed in the most effective way.

- Work with other Macmillan teams, volunteers, and partners to build the visibility and understanding of our brand across the area and deliver a local presence, ensuring all communications reflect our brand identity guidelines and brand experience principles.
- Ensure compliance with GDPR and other relevant legislation, policies, audit recommendations (including cash handling and consent) to safeguard the reputation and goodwill of Macmillan and protect our status as a trusted brand.
- Continually learn and improve, share local knowledge, insight and leads across the organisation to build relationships for Macmillan.
- Develop own knowledge of Macmillan's fundraising product portfolio; fundraising best practice; legislation and gift aid; market and competitor activity to drive decision making, innovation and improve performance.
- Be familiar with and adhere to all relevant Macmillan policies and procedures at all times.
- Any other duties as reasonably required in line with skills, knowledge, and experience to contribute to Macmillan's wider success.

## **To do this role, you will have...**

- Good relationship and account management experience.
- Ability to develop relationships and manage expectations.
- Strong communication and influencing skills.
- Experience of cultivating, developing and stewarding supporters through bespoke stewardship.
- Adaptability and flexibility in your approach.
- Excellent time management, marketing and media/communication skills.
- Strong organisational and planning skills and demonstrable ability to prioritise and work to deadlines in a multi-tasking environment with the flexibility to meet competing deadlines.
- An ability to work with a variety of stakeholders in an agile and proactive way.
- Coaching/listening/questioning skills.
- Membership of the Chartered Institute of Fundraising is desirable.
- Valid UK driving licence.

## **In this role, you will work with different people and teams, they are...**

- Relationship Fundraising Area Managers
- Other Relationship Fundraising Managers
- Relationship Fundraising Coordinators
- Stewardship and Development Team
- Wider Fundraising Team
- CSO Partnership Team
- Volunteering Fundraising Managers and Volunteering Improvement Advisers
- Philanthropy Managers
- Corporate Partnerships Account Management and New Business teams
- External Communications teams
- Supporter Care Hub

## In this role, you will achieve...

- Shared target for Macmillan income for the area
- Individual target for personal supporter portfolio of relationships
- Delivering an exceptional supporter experience
- Supporter and volunteer conversion, retention, and average value
- KPIs agreed according to mapped supporter journeys
- Face of Macmillan in the local area
- One team approach in the area/territory
- Good knowledge of local services and case for support
- Compliance with relevant legislation and Macmillan policies

<b>Directorate:</b> <b>Fundraising Marketing and Innovation</b>	<b>Division:</b> <b>Relationship Fundraising, Challenge Events and Supporter Care</b>	
<b>Reporting To:</b> <b>Relationship Fundraising Area Manager</b>	<b>Location:</b> <b>UK – Mobile Based</b>	
<b>Number of Direct Reports:</b> <b>0</b>	<b>Job Level:</b> <b>6</b> <u><i>HR Use Only</i></u>	<b>Date Reviewed:</b> Month/Year <u><i>HR Use Only</i></u>
<b>Role Profile:</b> <b>Generic</b> <input checked="" type="checkbox"/> <b>Unique</b> <input type="checkbox"/>	<b>Version No.</b> XXX <u><i>HR Use Only</i></u>	

## Safeguarding

At Macmillan, we are committed to safeguarding the well-being of all service users, employees and volunteers who are involved in or affected by our work. All children and adults, regardless of age, disability, sex, racial heritage, religious belief, sexual orientation, or gender identity, have the right to equal protection from all types of harm or abuse and the right to be treated with respect.

All employees and volunteers have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.