

Job title:	Fundraising and Supporter Engagement Manager
Reporting to:	Chief Executive
Contract:	Permanent
Hours:	35 per week, usually 9am-5pm with an hour's lunch break, but we actively support flexible working and you can claim back overtime as TOIL
Salary:	£42k – plus a generous employer pension contribution, currently at 8% of your salary when the employee contributes 4%
Place of work:	The Migraine Trust, 4th Floor, Mitre House, 44-46 Fleet Street, London, EC4Y 1BN – with occasional travel and overnight stays across the UK for conferences, meetings, events, visits etc
Line-management responsibilities:	Two full-time Fundraising and Supporter Engagement Officers (one newly-created full time post currently vacant)
Job purpose:	<ul style="list-style-type: none"> • Lead The Migraine Trust's fundraising and supporter engagement activities • Play a leadership role in support of The Migraine Trust's wider organisational priorities, our five-year strategy and three new strategic goals
Expected impact:	Produce year-on-year growth in our income, add new fundraising streams to our portfolio, integrate our fundraising efforts with our service delivery, comms and policy and research agendas and our three new strategic goals, and deliver an amazing experience for our donors and potential donors. The Migraine Trust is committed to reaching more people, involving more people, helping more people and improving more people's lives and we need an outstanding fundraising function to be the engine for that ambition.
Key responsibilities:	
1.	Lead on all aspects of The Migraine Trust's fundraising and supporter engagement activities including the design, delivery and evaluation of an innovative fundraising strategy against agreed objectives, financial and other key targets and metrics. The team's main focus currently is individual giving, trusts, challenge events, patient events, industry partnerships and our 'Meet-ups' programme. We want to continue to grow these income streams while broadening our agenda to include a new focus

	on non-pharma corporates, institutional trusts, digital fundraising, policy influencing / campaigning, legacies and regular giving.
2.	Lead on all aspects of the performance management of the Fundraising Team. This will include rolling up your sleeves and getting closely involved in day-to-day activities and actively supporting your team members' personal development.
3.	Play a leadership role in the development and delivery of The Migraine Trust's wider strategic priorities and organisational development, including the planning, delivery and evaluation of the organisation's five-year strategy, the encouragement of greater cross-departmental and collaborative working, and the continued fostering of a positive team culture.
4.	Ensure that in the development and delivery of all fundraising activities people affected by migraine are at the heart of everything we do. As part of this, play a supportive role in developing our Volunteer Forum, ensure donors and potential donors are regularly asked what they think about our service, that we deliver an amazing experience for them, and lead on the stewardship of key donors. The Volunteer Forum is the main way people affected by migraine can get involved in and help to shape our charity's activities.
5.	As a senior representative of our charity, play a leadership role in The Migraine Trust's stakeholder engagement activities, proactively building and managing external networks that positively enhance our profile and reputation and deliver impact. As part of this, build an active and supportive group of fundraising experts around the Fundraising Team to support its work and encourage innovation and best practice.
6.	In partnership with the Comms Manager, raise awareness of and celebrate our fundraisers and fundraising opportunities in various innovative, engaging and shareable ways through traditional and digital media, and encourage more and different people to get involved in our fundraising opportunities and to give regularly.
7.	In partnership with the Comms Manager, modernise the fundraising content on our website and elsewhere, make it more compelling, and encourage more people to give donations via our digital platforms.
8.	Work closely with colleagues in Support Services, Policy and Research, Communications and Finance to ensure our fundraising and supporter engagement activities are closely integrated with, and actively support or complement, other teams' strategies and activities, and vice versa.
9.	Support the delivery of The Migraine Trust's communications strategy. As part of this be a brand ambassador for our organisation, including playing a positive role in ensuring our house style and tone of voice is applied consistently and effectively across all our fundraising and supporter engagement content.
10.	Proactively 'horizon scan' the fundraising, migraine and medical research environments for major developments relevant to The Migraine Trust and encourage action to maximise the potential fundraising benefits and/or mitigate any risks.

11.	Undertake any other reasonable activities as requested by the Chief Executive or Finance and Operations Director, and deputise for the Chief Executive as required.
12.	Adhere to relevant legal and statutory requirements including around data protection, adhere to The Migraine Trust's position on the use of animals in research, consistently model our values, actively manage your own personal development, have fun and challenge yourself at work.

Person specification: Fundraising and Supporter Engagement Manager

1. Skills and abilities

Essential

- Ability to design, deliver and evaluate integrated fundraising strategies and bespoke projects and set and achieve SMART objectives and KPIs that maximise income, reach, impact and donor experience
- Ability to work in a dynamic environment, manage complex and competing priorities and problems and generate innovative solutions
- Strong interpersonal skills and an ability to work with, and build and manage relationships with a diverse range of internal and external stakeholders up to the highest levels of seniority
- Ability to manage a departmental budget
- Ability to identify and generate new income and fundraising streams
- Ability to work cross-organisationally and in support of shared organisational objectives
- Ability to lead, motivate and performance-manage line-managees and colleagues
- Ability to consistently model our organisational values

2. Experience

Essential

- Demonstrable track record and experience of working effectively in a fundraising function
- Demonstrable experience of setting and delivering strategic priorities with the buy-in of internal and external stakeholders
- Demonstrable experience of effective line-management, including how to support and motivate staff, setting and reviewing appraisal objectives, and supporting personal development
- Track record of credible and effective stakeholder engagement up to the highest levels of seniority, building, managing and strengthening effective alliances and networks
- Demonstrable experience of managing a budget effectively

Desirable

- Experience of working with or for a charity
- Experience of identifying and developing new income and fundraising streams
- Experience of managing a team

3. Knowledge

Essential

- Good degree qualification or equivalent
- Evidence of regular personal and professional development
- Design, delivery and evaluation of complex, fundraising projects
- Setting and prioritising strategic direction, priorities and delivery
- Planning, delivering and evaluating departmental budgets
- Understanding of the relationships between support services, policy and research and fundraising activities

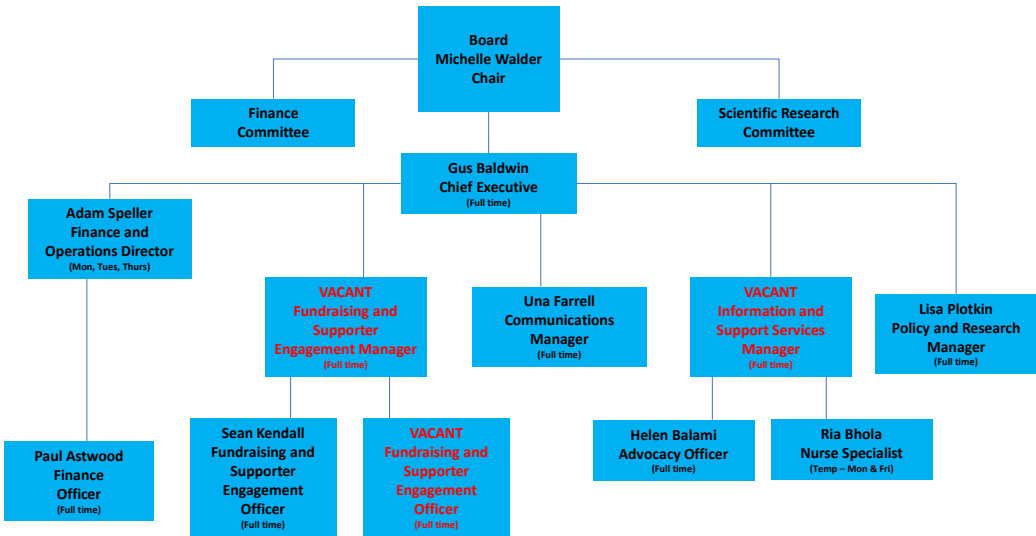
Desirable

- Postgraduate qualification/training
- Demonstrable interest in and commitment to the public’s health and understanding of healthcare, social care or disability sectors

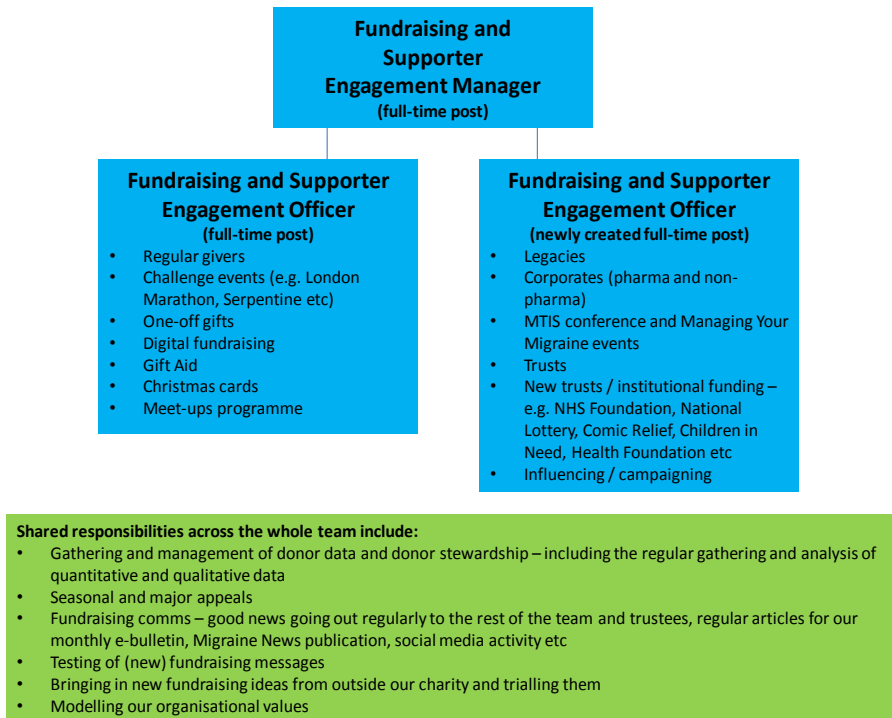
Benefits of working for The Migraine Trust

- Every single person working at The Migraine Trust wants to improve the lives of people affected by migraine – it’s a pretty inspiring place to be!
- Competitive salary
- Generous employer contribution to a pension scheme
- 25 days annual leave per year, plus three days when the office is closed over Christmas, plus bank holidays. Your holiday entitlement will increase by one day with every year of service to a maximum of 30 days
- Working in a newly-refurbished office in a fantastic location in central London
- Personal development opportunities – we want our staff to learn, develop and grow. We set aside time and provide help and funding to support your development

The Migraine Trust Team looks like this...



And the Fundraising Team looks like this...



Our organisational values

Our organisational values are the most important thing to us. All our decisions and actions are guided by our values. We expect everyone who works for us to model and champion them in their day-to-day work:

- **Integrity** – we are trustworthy, transparent, honest and impartial
- **Inspiring** – we make things happen, we are forward thinking and are leaders in our field
- **Knowledgeable** – we use and share evidence and up to date research findings
- **Listen** – everything we do is based on the experiences of people affected by migraine
- **Ambitious** – we are committed and demand better
- **Community** – we bring the migraine community together

Further information about The Migraine Trust is available at <https://www.migrainetrust.org/>

Gus Baldwin
Chief Executive
September 2019