

**Person Specification**

**Fundraising Manager – Income Generation and Marketing & Communications**

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| **POST TITLE:** | | **Fundraising Manager – Income Generation and Marketing & Communications** | |
| The requirements stated below relate solely to the duties and responsibilities laid out in the Job Description. Applicants should provide evidence of their ability to meet the following criteria.  **NB: Please detail in your covering letter how you meet the shortlisting criteria in the Person Specification, as each will be assessed during short-listing.** | | | |
|  | CRITERIA | | **METHOD OF**  **ASSESSMENT** |
|  | KNOWLEDGE, SKILLS & ABILITIES | |  |
| **1** | Knowledge of the Charity Sector | | **A&I** |
| **2** | Proven knowledge, skills and abilities in fundraising and income generation in the voluntary sector | | **A&I** |
| **3** | Proven Managerial Experience | | **A&I** |
| **4** | Excellent written and verbal communication skills | | **A&I** |
| **5** | Excellent IT skills Excel, Windows and Outlook | | **A&I** |
| **6** | Proven Project Management skills | | **A&I** |
| **7** | Ability to lead on Fundraising and Comms & Marketing activities | | **A&I** |
| **8** | Knowledge of how to build a strong and effective external profile for the role and organisation | | **A&I** |
| **9** | Ability to work with the wider AUC team to source information to support fundraising/income generation activities. | | **A&I** |
| **10** | Ability to support the Retail Manager/s to maximise online and high street retail income | | **A&I** |
| **11** | Innovation - new ideas and maximising opportunities | | **A&I** |
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|  | EXPERIENCE | |  |
| **12** | Experience of managing and motivating staff and volunteers. | | **A&I** |
| **13** | Experience of developing and delivering fundraising strategy to maximise income | | **A&I** |
| **14** | Experience of developing and delivering marketing and comms strategy to support Business plans | | **A&I** |
| **15** | Experience of exceeding ambitious fundraising targets. | | **A&I** |
| **16** | Experience of donor CRM’s. | | **A&I** |
| **17** | Experience of data analysis & report writing | | **A&I** |
| **18** | Experience of public speaking | | **A&I** |
| **19** | Experience of developing High net worth networks | | **A&I** |
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|  | QUALIFICATIONS & TRAINING | |  |
| **20** | None required | |  |
|  | PHYSICAL REQUIREMENTS | |  |
| **21** | Physically fit to undertake lifting duties. | | **A&I** |
|  | EQUAL OPPORTUNITIES | |  |
| **22** | Commitment to incorporating Diversity and Inclusion principles into all aspects of work. | | **A&I** |
|  | OTHER REQUIREMENTS | |  |
| **23** | None. | |  |

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| METHODS OF ASSESSMENT: KEY TO ABBREVIATIONS | | |
| A | | Application (these are also shortlist criteria) |
| I | | Interview |
| E | | Exercise |
| Date: | July 2023 | |