

## JOB DESCRIPTION

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|--------------------------------------|------------|-------|
| Job Holder:                          | Signature: | Date: |
| Manager: Head of Charitable Services | Signature: | Date: |

**JOB TITLE:** Charity Manager

**JOB LOCATION:** The Round House, Ashington

**REPORTING TO:** Head of Charitable Services

**SALARY:** £38,000 pa

**HOURS:** Full-time (37.5 hours per week)

### THE CHARITY

Age UK Northumberland is an independent charity and a partner in Age UK. Our purpose is to support and inspire our over 50's to live well in later life. We do this through the provision of a range of services that maximise income, tackle loneliness and isolation, support physical and mental wellbeing and provide a warm and welcoming place to spend time and socialise.

### ABOUT THE ROLE:

We're looking for a Charity Manager to work with the Head of Charitable Services to lead and develop the department, proactively supporting financial sustainability and growth of our services. This role is crucial in securing the necessary resources and partnerships to support our vision to ensure older people enjoy later life in Northumberland.

The Charity Manager will be responsible for cultivating relationships with donors, partners, corporates and clients, driving innovative and impactful campaigns, and managing a dedicated team. This position plays a vital role in enabling us to continue and grow our essential work to meet the demands of our community.

We are seeking someone with a passion for supporter engagement, relationship building, innovation, and creativity to help us grow impact and shape the exciting future of our charitable services.

## **About You**

We are looking for a dynamic leader who is passionate about making a positive difference to older people in Northumberland.

You will have:

## **Experience**

- Experience of working at a senior management level
- Experience of delivering exceptional relationship management
- Passion to deliver successful projects and campaigns.
- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people
- Experience of working in collaboration with senior networks
- Sales and Marketing experience
- Research and prospecting experience

## **Knowledge, skills and understanding**

- Knowledge of the charity market and/or wider fundraising sector
- Ability to develop proposals and pitch to supporters
- Knowledge of the needs of older people
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint

## **Personal qualities**

- A 'can-do' and flexible approach with ability adapt to changing priorities, including a willingness to travel and work occasional evenings and weekends when necessary
- Outcomes focused and target driven
- Passionate about supporting older people
- Strong storyteller and communicator
- Honesty and integrity
- Brave and ambitious

## **KEY DUTIES / RESPONSIBILITIES:**

- To manage a portfolio of projects and project leads, ensuring effective service delivery and growth, monitoring KPI's, budgeting, evaluation and customer feedback.
- To increase the profile and awareness of the charity through storytelling and promotion of our services and offerings.
- To foster client involvement, harnessing the voice of our older people to engage funders and stakeholder support.
- To proactively contribute to income generation through the development, implementation and monitoring of grant applications, fundraising campaigns, sponsorship, individual donors, events and trading.
- Develop and implement a communications strategy that connects Age UK Northumberland with key donors to support the charity's strategic objectives and fundraising goals.
- To monitor and review ROI of each income raising activity, to ensure effective implementation of resources.
- To work with the CEO and Head of Charitable Services to develop new and maintain existing relationships with corporates, Age UK partners and charity supporters.
- To represent the needs of our beneficiaries and drive change and innovation at a local and regional level.
- To develop opportunities for continuous service development and growth, to ensure the growing needs of our older people are met across Northumberland.
- To undertake other such duties and responsibilities commensurate with the role as and when required.
- To uphold and champion the values of Age UK Northumberland.

**Requirements of the role:** Clean driving licence and access to a car

## **OUR VALUES:**

At Age UK Northumberland we have a set of values that underpin the purpose, objectives and day-to-day activities of those connected with the organisation. Employees and volunteers, including trustees, are expected to understand and 'live' the values of the organisation whilst undertaking their responsibilities and activities. Examples of 'values in action' can be found in application packs and in the performance management policy and documents.

**respect and empathy**

**empower**

**trust and integrity**

**empathy**

**equality**

**inclusion**

**community**

Our Values are relevant and can be applied to  
both the internal and external environment.

## **AUKN Behaviours**

### **We pride ourselves on:**

showing consideration for all

being motivated to make a difference and promoting independence

always seeking to do the right thing

embracing difference

building connections

deliver service excellence