



MumsAid Fundraising Manager: Job Description

MumsAid is recruiting for a Fundraising Manager to actively grow, develop and manage our fundraising activities and partnerships in line with the three-year business plan and fundraising strategy.

Salary: £38 - £45,000 pro-rata per year
Contract: Permanent, part-time 3-4 days per week (reviewable)
Location: Greenwich, London (hybrid)
Reporting to: CEO MumsAid
Holidays: 25 days plus bank holidays pro rata
Closing date: Applications open until 5th December 2022

About MumsAid

MumsAid is an award-winning maternal mental health charity founded in 2012 to address the lack of support for mothers during pregnancy and the first couple of years after birth.

Over the last decade we have delivered a growing programme of support for mothers, including counselling and psychotherapy, therapeutic and peer support groups, befriending, practical assistance and advocacy, plus training and clinical supervision for therapists and other frontline professionals. We also offer specialist support for young mothers and, more recently, for the parents of babies with medical conditions and additional needs.

Based in the Royal Borough of Greenwich (South-East London), we have a strong track record of serving our local community, but we have gained national recognition too, most recently as overall winners of the GSK IMPACT Award 2021.

About the Role

This is an exciting opportunity for an ambitious, target-driven and proactive fundraiser to join the MumsAid team during a time of significant growth.

This is a new post within our organisation, created to support the delivery of our three-year business plan, which aims to extend our reach and impact, enabling us to improve the mental health and well-being of more pregnant women and mothers by expanding our core services and disseminating our highly effective therapeutic model.

There is also some flexibility with this role and we are open to discussing hours and working arrangements for the right candidate.

Job Description

The purpose of this role is to develop and lead fundraising and partnerships, raising crucial funds to support MumsAid's growth. We are looking for an experienced, versatile fundraiser who can hit the ground running, bring a holistic approach and work with a range of donors and funders to help MumsAid develop a sustainable income pipeline.

This role has strategic accountability for fundraising and managing funder relationships. You will lead our competitive tendering and grant application work, and develop our corporate partnerships, community fundraising and individual donor initiatives.

This is a part-time post, flexible on location, although some travel within the UK may be required. The role will provide support at fundraising events, requiring some occasional evening and weekend commitments (for which time in lieu will be granted).

Main Duties

Leadership and Management:

- Work alongside the Senior Leadership Team (SLT) and Board to proactively identify potential sources of funding and realise opportunities for growth.
- Devise and develop appropriate strategies, produce and deliver strong proposals and pitches.
- Provide knowledge of current fundraising practice and develop a consistent working strategy that is sustainable.
- Assist in informing long-term financial/business planning and clarifying priorities.
- Support the SLT and Board in developing a comprehensive framework for reporting on the charity's impact, including to funders.
- Recruit, manage and organise volunteers, where appropriate, to undertake community fundraising events and assist with admin.

Fundraising:

- Develop, implement and evaluate a fundraising strategy in line with the three-year business plan, to include key areas of focus – fundraising from trusts and foundations, statutory fundraising, corporate fundraising, individual giving and community fundraising.
- Research, formulate and write applications, bids and tenders, including to statutory funders and trusts and foundations, coordinating with other team members for input as necessary.
- Build strong relationships with existing and potential funders, partners and stakeholders.
- Write reports for funders to meet deadlines and submit further applications for existing funders where appropriate.
- Work with the SLT and Board to develop and maintain strong relationships with commissioners, funders, partners, corporate organisations and individual donors to ensure good communication about organisational/project progress, address any issues that arise, and identify new income streams.

- Work with colleagues to grow income from community fundraising activities and donations.

Organisational and General Duties:

- Maximise fundraising efficiency by using and developing our CRM to ensure there is a clear process for recording and managing fundraising activity.
- Contribute to the financial planning, budgeting and management accounts process.
- Contribute to the development of MumsAid's understanding and communication of our Return on Investment (ROI).
- Report regularly on KPIs, monitoring and evaluating against social impact and ROI.
- Develop and manage a reporting schedule for the Board and funders to ensure monitoring and reporting is done in an effective manner in line with organisational priorities, tracking restricted and unrestricted income, project development and targets.
- Maintain awareness of fundraising and charity law and ensure that activity adheres to relevant legislation and guidance.

Communications and Marketing:

Help to shape and implement our marketing and communications plan, ensuring our reputation is upheld and our knowledge is shared through positive, consistent and accurate communications and messaging.

Diversity and Inclusion:

Promote and support equality, diversity and inclusion, e.g., ensuring that the views and voices of MumsAid's service users are considered in all aspects of fundraising initiatives, including in the discussions of need and impact.

About You

- You will be passionate about our mission and see yourself as part of a highly motivated team helping MumsAid exceed its goals.
- You will be the face of our organisation in many ways, so you will have experience of, and enjoy, representing an organisation externally at events, conferences and more.
- You'll be driven to maximise income from funding/partnership opportunities through your proven negotiation and influencing abilities, with a natural confidence and enthusiasm.
- You'll be goal orientated and not defeated by rejection, deadlines or pressure to move in a fast-paced environment.
- You'll value excellence in relationship management and bring energy and motivation to inspire others to support our charity.
- You'll be proactive and versatile in your approach and value the opportunity to grow and shape a new role.

Key Experience and Skills:

- Proven track record of working with trusts and foundations, corporate and statutory funders, including expertise in writing applications and stewarding grants.

- Ideally some experience of major donor fundraising, individual giving and community fundraising.
- Ability to bring creative ideas to the table that mirror our strategic direction.
- Financial literacy and management experience—confidence in working with budgets, creating a financial narrative, and working with databases.
- Demonstrably outstanding written communication skills with the ability to write compelling copy, tailored to a range of audiences and platforms.
- Proven track record of building positive relationships with funders, partners, volunteers, and supporters; you may already have a network of relationships this role could benefit from.
- Articulate speaker, able to present and repackage complex information in succinct and digestible format.
- Microsoft Office proficient, comfortable with forms and able to put together PowerPoint presentations.
- Ability to develop strategies, operational plans and KPIs in collaboration with colleagues and stakeholders.
- Excellent working knowledge of voluntary sector funding streams.
- Excellent teamwork skills but with the ability to work independently.
- Proactive and confident in using own initiative and prioritising workloads.

Desirable Experience and Skills:

- Experience of representing an organisation externally, e.g., through presentations, events, conferences.
- Experience in the planning, execution and evaluation of awareness-raising and fundraising campaigns, including direct email marketing.
- Experience in the use of social media channels such as Instagram, Facebook and Twitter to support fundraising initiatives.
- Experience of working closely with communications and/or marketing to optimise fundraising and profile-raising opportunities.
- Experience in using a CRM system to support relationship management and reporting.

More about MumsAid

MumsAid is a small well-established and respected charity delivering a big impact. We have been successful in securing commissioning from our local authority as well as previously benefiting from long-term relationships with many trusts and foundations, such as BBC Children in Need, the National Lottery Community Fund, the Young Londoners' Fund, Lloyds Bank Foundation and several smaller funding bodies. We are now aiming to consolidate our financial position by developing a strong pipeline comprising of existing supporters as well as identifying new sources for both restricted and unrestricted funding.

We aim to do this by developing corporate partnerships and identifying high-net worth individual donors, in addition to diversifying and expanding our funding from trusts and foundations and statutory funders, and growing our community fundraising.

Our therapy and support services are open to women of all backgrounds, but we have a particular focus on marginalised groups within our local community, including mothers from Black and minority ethnic communities, those on low incomes and single

mothers. We also run YoungMumsAid, a bespoke programme offering therapeutic and advocacy support for teenage and young mothers with complex needs; Mighty Acorns, a new group providing experienced facilitator-led peer support, advocacy and counselling to the parents of babies with disabilities and medical conditions; and we are growing our specialist trauma service. We work primarily in Greenwich but have plans to expand our reach to new audiences and areas.

Our work has a proven positive impact on maternal mental health, as demonstrated by an external evaluation by [McPin Foundation](#).

We have been highlighted by [Public Health England](#) as a case study for good practice in perinatal mental health, and in 2018 we received two national awards: The Maternal Mental Health Alliance (MMHA) [Award for Inclusivity and Diversity](#); and The Royal Society for Public Health (RSPH) [Award for Mental Health and Wellbeing](#). More recently we were delighted to be the overall winner of the prestigious [2021 GSK Impact Awards](#).

MumsAid was originally set up as a Community Interest Company but became a registered charity in 2018.

For further information about our work see: <https://www.mums-aid.org>. You can also watch a video introducing our work on the King's Fund website: <https://www.kingsfund.org.uk/audio-video/2021-gsk-impact-awards-mumsaid>

Excited by this opportunity but you don't meet every single requirement? MumsAid is dedicated to building a diverse, inclusive and welcoming workplace, so if you are interested in this role but don't meet everything in the job description, we still encourage you to apply by telling us about your relevant experience and strengths.

Next steps:

To apply please send your completed application form to sam@mums-aid.org

Please note:

We reserve the right to close the recruitment process prior to the closing date should a suitable applicant be found, so please submit your application as soon as possible.

Statement of Inclusion:

MumsAid are positively committed to opposing discrimination against people on the grounds of sex, race, colour, nationality, religion or belief, class, age, disability, marital or civil partnership status, sexual orientation, transgender status or gender reassignment, their trade union activities, pregnancy and maternity or because they have dependents, because they have been or are in contact with mental health services, or if they have HIV/AIDS (Protected Characteristics). MumsAid is fully committed to a policy of anti-discrimination and equal opportunities, and we welcome the enrichment and cultural diversity that follows as a natural consequence of this policy.

We look forward to receiving your application.