



www.yorkshirecricketfoundation.com

Job Description – Fundraising Manager

Reporting to: Head of Foundation
Staff reporting: Volunteers
Based: Emerald Headingley Cricket Ground
Contract: Full time

Purpose

Role Purpose

To lead with the development and implementation of The Yorkshire Cricket Foundation's fundraising activities, securing short and long term restricted and unrestricted funds.

Team Purpose

To contribute to building Yorkshire Cricket as the Champion of our communities

To contribute to being the Charity that makes the biggest and everlasting impact in Yorkshire's communities

Fundraising

Key Projects

- Recruit members to the YCF Century Club, an initiative to engage with 100 small businesses across Yorkshire who will commit funds to the YCF annually
- Recruit members to Friends of the Foundation
- Engage local people to take on challenges raising money for Yorkshire Cricket Foundation such as races, cycling challenges etc
- Engage businesses in corporate challenges
- Lead on the development and recruitment of new members to the Yorkshire Cricket Lottery scheme
- Match Day fundraising, working with the current charity partner to engage with the Yorkshire Cricket public

Trusts and Grant-Making Bodies

- Build on relationships with existing trust supporters, writing reports to meet deadlines
- Manage and lead the identification of trusts and foundations that have not previously supported the work of The Yorkshire Cricket Foundation, building a list of key prospects
- Develop core generic trust proposals for each programme that requires funding
- Write tailored applications, addressing grant-making priorities or requirements as specified by individual trusts and foundations

Legacies

- Actively promote the legacies scheme to Yorkshire Cricket members and the general public highlighting the ways they can donate and have an impact on Yorkshire Cricket
- Deal with enquiries for the legacies scheme

Corporate

- Manage corporate partnerships, suggesting a number of ways to build on these relationships, maximising engagement with employees at all levels.
- Identify corporate prospects, key contacts and what the aims of their CSR programme are.
- Promote and market Yorkshire Cricket Foundation events and sponsored challenges to corporate employees
- Develop standard corporate contracts





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General

- Develop an annual fundraising plan
- Develop marketing strategy to support the fundraising plan
- Plan budgets, conducting research into income and expenditure
- Source funding/sponsorship to cover costs of events should it be required
- Ensure all fundraising and event activities comply with legal requirements

Communications

- Contribute to the production of the Annual Review and newsletter, including writing copy
- Ensure the website fundraising and communications information is up to date
- Collate case studies, photographs and information from projects/events
- Promote activities via social media (Facebook, Instagram and Twitter)

Volunteers

Working alongside the Health & Wellbeing Manager:-

- Advertise and recruit volunteers as required to support the functions of running events and fundraising
- Carry out volunteer inductions
- Manage and supervise volunteers

Personal Specification

Experience, Skills and Competencies

- Excellent written skills with the ability to produce concise and creative bids
- Experience and evidence of fundraising success with a strong understanding of different ways to do this
- A track record in developing and delivering fundraising strategies and plans that support organisational growth
- Demonstrable knowledge of UK Trusts and Foundations and Corporate giving in general and with a development focus in particular
- Proven track record in working towards and exceeding income generation targets
- Strong knowledge of current fundraising guidelines and legislation
- Strong interest in sport and understanding of the benefits it can bring
- High standard of computer literacy (Excel, Word, Power Point, Outlook and the Internet)
- Excellent communication and presentation skills required to build relationships with potential donors and supporters
- Demonstrable ability to plan and prioritise own workload with minimum supervision
- Ability to demonstrate initiative and work well under pressure
- Ability to understand and generate budgets
- Ability to plan ahead and work within agreed timeframes
- Ability and willingness to travel for work with a full driving licence and access to own vehicle
- Willingness to work occasional evenings and weekends as required

