



<b>Job Title:</b>	<b>Fundraising Manager</b>
<b>Reporting to:</b>	Director, Choirs Support Team
<b>Hours:</b>	37.5 hours per week
<b>Salary:</b>	£35,000 per annum
<b>Location:</b>	Working from home with regular office visits (at least weekly) and attendance at events; commutable to City of London office
<b>Contract:</b>	Permanent

### **The organisation**

With 72 choirs and nearly 2000 members in British military bases across the UK and overseas, the Military Wives Choirs is a charity that brings all women in the military community (not just wives) closer together and empowers them through singing.

Families of service personnel move around frequently and it can often be tough to put down roots or make new friends which can leave women feeling isolated, particularly when loved ones are away for long periods of time. Research shows that singing in a choir helps to alleviate stress and contributes to an improvement in isolation, anxiety and depression. The Military Wives Choirs network therefore has a vital role to play by bringing women in the military community together to sing.

The Military Wives Choirs contains wives of serving personnel, but also those currently serving, veterans, mothers, sisters and daughters, and others with a military connection, and is a tri-service organisation. The Military Wives Choirs is both an independent charity and subsidiary of SSAFA, the Armed Forces charity.

By becoming a part of the Military Wives Choirs charity, you are helping women in the military community to sing, share and support one another and feel stronger together.

### **Role Summary**

This role is an exciting, new position in a special and unique charity which spans both the military and arts sectors. With a well-known and well-loved brand, and an inspiring network of women as our membership, we have huge scope to develop our supporters and expand our fundraising possibilities.

We have a core income stream in grant funding that is stable but relatively new and needs to be developed further, and this role has the opportunity to shape the fundraising strategy, influence the creation of supporter networks, and develop new income streams. With a large network of choirs, opportunities to grow individual donors at all levels—locally, regionally, and centrally—are a key component of our new fundraising strategy, and the postholder will be critical for these initiatives.

Working with a part-time Fundraising Co-Ordinator, the key responsibilities include:

1. Working with Comms colleagues in the Choirs Support Team to develop cases for support that engage and interest our range of audiences
2. Recognising the vital importance of digital fundraising in the sector, and delivering a series of innovative digital fundraising initiatives that underpin the strategy
3. Maintaining a timely and professionally communicated grant funding reporting system
4. Taking responsibility for the development of our Ambassador programme: researching, creating, and delivering individual approaches to key potential supporters, and working with the Board of Trustees to support their approaches and stewardship
5. Creating cases for support to appeal and secure individual, corporate, and Trusts and Foundations support through direct donations, sponsorship, or grant-giving programmes
6. Using the CRM system eTapestry and working with Comms colleagues to deliver timely and appropriate communications to each supporter audience
7. Undertaking analysis of audience behaviours, to build learning and change management into supporter development
8. Work with the network of volunteers across the network to encourage fundraising skills at local and regional levels

As a small team, we expect all members to pick up other duties commensurate with their skills and capabilities and be flexible, adaptable, and willing to take on new challenges.

### Skills & Experience

	Essential	Desirable
At least 3 years' experience in a similar role	*	
Experience of delivering digital communication programmes, particularly within a CRM system	*	
A demonstrable experience of working in a high-pressure environment requiring clear thinking and analytical skills	*	
A demonstrable experience of fundraising audience creation and stewardship	*	
Experience of delivering digital fundraising campaigns	*	
Numerate with experience in budgetary controls	*	
Degree educated (or equivalent)		*

	Essential	Desirable
First-class communication skills (written and verbal) and listening skills	*	
A passion for the Military Wives Choirs, our mission, and our vision	*	
A proactive and positive approach, with resilience and empathy	*	
A collaborative approach and a willingness to be guided by the best interests and views of the choir members	*	
Advanced MS Office Skills (Word, Excel, PowerPoint, and Office 365)	*	
Experience of the military community, either as serving personnel or a family member of serving personnel		*

### Application Process

To apply, please send a copy of your CV and a covering letter outlining your suitability for the role and your interest in the Military Wives Choirs to Melanie Nightingale, Director [mnightingale@militarywiveschoirs.org](mailto:mnightingale@militarywiveschoirs.org).

Closing Date: midnight 31 May 2021.  
Interviews will take place w/c 1 June 2021.

For an informal discussion, please email Melanie at [mnightingale@militarywiveschoirs.org](mailto:mnightingale@militarywiveschoirs.org).