



FUNDRAISING MANAGER

THE BIKE PROJECT JOB PACK 2024

The Bike Project is a company incorporated in England and Wales
Company registration number 08359498 | Registered charity number 1152354

Job Title: Fundraising Manager
Hours: Full-time; 37.5 hours a week*
Based at: Mostly remote / The Bike Project HQ in Brixton**
Reports to: Head of Marketing and Fundraising
Line Manages: Fundraising Executive
Salary: £35,000



*** This role is hybrid we ask you attend our office in Brixton, London at least once a week for a team day*

About The Bike Project

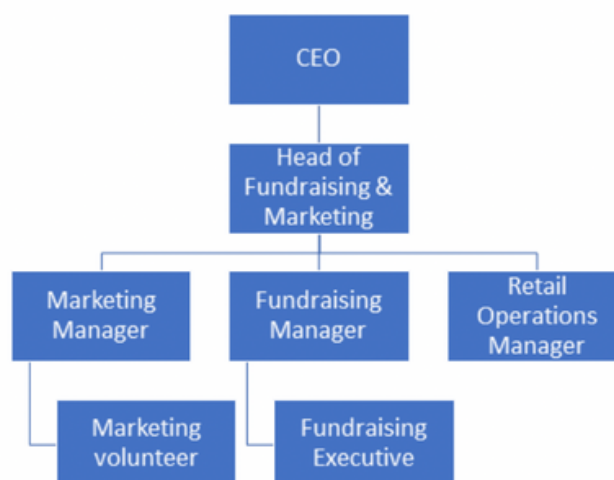
The Bike Project is an award-winning charity which refurbishes second hand bikes and donates them to refugees. We were founded 10 years ago by, Jem Stein, after he struck up a friendship and found a bike for Adam, a Darfuri refugee who had fled his home in Sudan after war broke out.

Now just over 10 years later, The Bike Project has grown into a national operation with new CEO, hundreds of volunteers, a team of 27 committed staff, roadshows in different cities, a shop and two workshops, one in the capital and one in Birmingham. To date we have supported over 12,000 refugees and people seeking asylum by giving them a second-hand bike. In addition, we have supported hundreds through our programmes designed to build confidence and build friendships in the local community.

The Fundraising and Marketing Team at the Bike Project

The team are currently in the process of developing a Fundraising and Marketing Strategy. To achieve this, we will be testing and learning in lots of areas in 24/25, with the results being used to build a longer-term strategy. This is the current structure of the team, however due to development plans, it is subject to grow in 24/5 and 25/6.

Team Structure



Benefits

In addition to what we believe is a great place to work, we offer some great benefits including enhanced holiday, family leave and sick leave. To support our team, we also offer access to an employee assistance programme, a fantastic reward hub and cycling-related perks!

How to apply

To be considered please provide a CV along with a cover letter (maximum 2 pages) which:

- Details your interest in the Fundraising Manager position and why you believe you are the ideal candidate
- Highlights a fundraising project or campaign that you managed and that you are proud of what it had achieved.

You can submit your application via the role advert on CharityJobs or email fundraising@thebikeproject.co.uk. You can also contact fundraising@thebikeproject.co.uk should you have any questions.

Please submit your application by Tuesday 19th March 2024.

PURPOSE OF THE ROLE

To manage the day-to-day activity of our Fundraising Department, including line management of the team (currently x1 Fundraising Executive). Raise funds from Major Donors, Corporate and Individuals through building excellent relationships with stakeholders and creating and developing current activity, campaigns, and events. Support the Head of Marketing and Fundraising to create, deliver and refine a new entrepreneurial income stream through selling our services. You'll ensure we have robust plans and budgets in place, and we adhere to fundraising best practice and compliance.



Bike recipient in one of our workshops, learning basic mechanic skills from a workshop colleague

KEY RESPONSIBILITIES

Fundraising strategy and development

- Work closely with the Head of Marketing and Fundraising to develop a 'test and learn' programme, which will inform the future fundraising strategy. This will cover piloting new fundraising activity in Corporate Partnerships, Philanthropy and Public Fundraising.
- Work with the Head of Fundraising to develop, refine and market our new 'Bike Project Services' income generation activity.
- Develop our fundraising stewardship journeys, ensuring fundraisers and donors have a great experience and we maximise retention.
- Develop our Regular Giving product and increase regular and one-off givers through building on the success of past appeals and donor insights.
- Lead on audience insight to better understand existing fundraising audiences
- Support the development of our corporate partner pipeline through researching and identifying new prospects.
- Work with the Head of Marketing and Fundraising and CEO to identify, qualify and cultivate a pipeline of major donors and prospects.
- Develop processes to ensure efficient and effective fundraising operations.

Finance, data and reporting

- Raise funds in line with agreed plans from Major Donors, Corporate partners and the public.
- Manage income and expenditure budgets for individual campaigns.
- Support annual planning process to develop targets and forecasts.
- Support monthly and quarterly accounts process.
- Deliver regular campaign reporting, evaluation and commentary.
- Work with Marketing Manager to monitor performance and key learnings of digital fundraising activity.
- Work with Finance to ensure consistent income and expenditure coding.
- Support improvement of processes for managing fundraising data on Salesforce and compliance with GDPR.

Key campaigns/Project management/External Relationships

- Plan and deliver engaging cultivation events and activity for our major supporters which bring the impact of our work to life.
- Plan and deliver income generating events for our current and new supporters which offer a first-class event experience and engage supporters.
- With the support for Head of Marketing and Fundraising create a test and learn programme to grow income, supporter acquisition and retention.
- Account manage our key corporate partners ensuring you develop great relationships that translate to successful strategic partnerships.
- Manage relationships with key high value supporters and volunteers ensuring that they have an excellent experience.
- Support the Marketing Manager to identify, record, present and share stories which illustrate the impact of our work.

People/relationship management

- Line manage Fundraising Executive(s) (currently x 1 post).
- Support Fundraising Executive to deliver Ride London and 3rd party events
- Support Fundraising Executive to manage community fundraising.
- Volunteer management at events, and in the office where relevant.

General

- Participate in team meetings, planning sessions and creative workshops.
- Supporting key activity across The Bike Project, such as donation sessions.
- Attend events in London and Birmingham when applicable.
- Contribute to our Bike Recipient involvement strategy.
- Any other reasonable duties as assigned on an ad-hoc basis.
- Stay up to date with best practice in the sector and beyond.

Platforms we currently use which you will be working on

- Salesforce
- Raisely
- JustGiving
- Eventbrite
- Campaign Monitor
- WordPress
- Canva
- Google Analytics



ABOUT YOU

Essential

Skills and experience

- Demonstrable success in extensively managing and developing fundraising activity or campaigns in at least two of following fundraising streams; Corporate Partnerships, Major Donors, Individual Giving and Community & Events Fundraising.
- Demonstrable experience and skills to create fundraising plans with realistic targets, budgets and monitoring KPIs
- Extensive experience of managing, coding, running queries and maintaining fundraising platforms
- Excellent people management experience with skills to motivate and support line reports to develop and achieve.
- Experience of managing fundraising platforms and CRMs, using them to analyse key data to help inform decision making
- Experience of building relationships with high-value supporters, including corporate partners, major donors as well as board and community members.
- Understanding and experience of and delivering an engaging supporter journey with a view to maximising lifetime value
- Experience of coordinating projects and/or events with clear objectives and multiple stakeholders, internal and external
- Excellent organisational skills and the ability to work well under pressure meeting multiple competing deadlines in a complex environment.
- Knowledge and understanding of fundraising compliance and data protection laws

Attitudes, behaviours, and values

- You care about refugees and have a passion for working in our sector.
- A solutions-based attitude to your work and would thrive working in a small, young charity which requires staff to be create new or revise systems and approaches.
- You are ambitious, organised, and enthusiastic.
- You want a role that offers creativity, variety and flexibility.
- You want to join a team of friendly, supportive and talented people.
- Displays resilience within what is now a divisive cause.
- The ability to work independently and enjoys doing so.
- Keen to grow and develop and learn from wider sector on best practice in fundraising.

Desirable

- Fundraising for a small charity (under £2M income per year)
- Fundraising for a charity that supports refugees.

Thank you for reading our Job Pack. We look forward to hearing from you.