



**FUNDRAISING MANAGER ROLE  
INFORMATION PACK  
APRIL 2022**

**ABOUT US**

Anthem. Music Fund Wales Cronfa Gerdd Cymru was established in 2018 following a Welsh Government report exploring ways to support music education in Wales. The charity is now at an exciting stage in its development with a full time CEO, who is bringing together the trustees and team to work towards delivering its vision and mission:

Our vision is a Wales in which music can empower every young life.

We believe music is a potent creative force for young people that feeds self-expression, personal development and wellbeing.

Anthem will create opportunities across genres and communities and nurture diverse talent to take the next steps to musical careers.

Anthem is a catalyst for youth music in Wales, funding work that will create change, making connections to widen partnership working, and enabling best practice to flourish.

Anthem seeks to ensure that equality and diversity principles – accessibility, inclusivity, respect and difference - underpin all areas of the

organisation's work and aims to promote them within its board, its employment practices and across its work. Anthem positions its work as collaborative, innovative, inclusive, creative, inspiring.

## **THE ROLE**

We are looking for a Fundraising Manager to work with our Chief Executive Officer to plan and manage Anthem's fundraising.

The successful candidate will be an organised self-starter who has the energy to drive key activity and partnerships. They will be a good communicator, with experience of holding and developing funding relationships, writing funding proposals, researching prospects and opening approaches to donors. They will have a good understanding of strategic fundraising and how it relates to Anthem's aims and objectives.

We are keen to communicate with individuals who are under-represented / have faced neglect or exclusion from the arts community, and would particularly welcome applications from disabled people, Black, Asian and ethnically diverse people, LGBTQ+ people, and individuals from under-represented socio-economic backgrounds. Anthem welcomes applications from people who are Welsh learners or Welsh language fluent.

Anthem is committed to supporting personal development and a mentor will be provided for the Fundraising Manager.

The Fundraising Manager will be responsible to the Chief Executive Officer and will work closely with the Board of Trustees and the Youth Forum.

## **HOW TO APPLY**

Please read the role description and person specification below and send your CV and a covering letter telling us why the role is of interest to you and how your skills and experience match what we are looking for. Send your CV and covering letter to [rhian.hutchings@anthem.wales](mailto:rhian.hutchings@anthem.wales)

- The deadline for submission of applications is 12pm on Monday 9th May
- You will be informed if you have been invited for an interview by Tuesday 10th May
- Interviews will take place on Thursday 12th May

If you have any other special requirements to enable you to apply for this role, please let us know by emailing [rhian.hutchings@anthem.wales](mailto:rhian.hutchings@anthem.wales)

## **ROLE DESCRIPTION**

Contract: Part time 12 month fixed term running from 1st June 2022 to 1st June 2023

Salary: £30,000 per annum, pro rata across 3 days per week

Location: Flexible

The Fundraising Manager will be responsible for the management and development of Anthem's fundraising programme, building and managing fundraising relationships, and planning and delivering fundraising events.

## **KEY TASKS**

- Research into corporate & major donor prospects for Anthem
- Work with CEO to strategically plan fundraising activity across each year
- Work with the Anthem Team to shape and run donor events and public campaigns for Anthem, including the Anthem Family giving scheme
- Manage relationships including donor, corporate, legacy and trusts & foundation relationships
- Work with CEO to develop key applications to Trusts & Foundations for strategic projects
- Work with CEO and Board to begin Anthem's legacy portfolio
- Ensure Anthem is following the Fundraising Regulator Code of Fundraising Practice and Chartered Institute of Fundraising best practice

## KEY OUTCOMES

- The embedding of the Anthem Family giving scheme
- Delivery of three Anthem Fundraising events across the year
- Trust and Foundation funding bids researched and submitted to support Youth Forum & Digital Gateway
- Founding Patron major donor gifts in place
- Initial legacy prospects researched and contacted

## FEATURES

- ability to travel to attend meetings or to attend meetings online
- ability to work from home
- mentoring sessions across the period of the contract
- a working knowledge of digital platforms, including Beacon CRM & Google
- ability to support events at evenings and weekends if needed

## PERSON SPECIFICATION

Knowledge and Experience
Demonstrable/ Successful track record in developing proposals and securing support across a variety of funding streams, including statutory, trusts and foundations, corporate and individual giving
Qualifications and membership of key sector bodies such as The Chartered Institute of Fundraising
Awareness and experience of how to operate within charity law, GDPR legislation and our policies and guidelines.
Experience in managing and stewarding relationships with Trusts, companies, and individuals to maximise fundraising income.
Success in planning, managing and delivering events, liaising with external agencies and risk assessments.
Skills and Abilities
Strong organisational, project management and budgeting skills
A detailed researcher and fast worker with attention to detail

Excellent with technology – Beacon CRM, Google, email and social media

A persuasive writer and communicator

Ability to maintain good working relations with all stakeholders, including staff, volunteers, trustees, partner organisations and members

Personal Qualities

An excellent team player who inspires trust

Can-do attitude - takes initiative and works with light supervision

Personal integrity – evidence of discretion, honesty, openness

Enthusiastic with the ability to inspire and motivate others

Desirable

Experience of working bilingually

An understanding of the music education and youth music landscape in Wales

Anthem welcomes applications from people who are Welsh learners or Welsh language fluent