

# anthem.

## Fundraising Manager

PSR

POLLY SYMONDSON RECRUITMENT





## CONTENTS

- ABOUT US
- THE ROLE
- THE ROLE DESCRIPTION
- PERSON SPECIFICATION
- HOW TO APPLY

The logo features a bold, white, lowercase letter 'a' followed by a period, set against a solid black square background. The font is a clean, sans-serif style.



## 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.



## ROLE DESCRIPTION

Contract: Permanent position

Salary: circa £30,000 per annum,

Hours: Full time (35 hours per week) or part time considered

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

- Work with CEO to develop and take ownership of a fundraising strategy that focuses on corporate partners, individual giving, trusts and foundations and high net worth individuals
- Manage and support volunteer fundraisers helping these individuals to reach their fundraising potential
- Develop a pipeline of corporate and high net worth prospects
- Work with the Anthem Team to shape and run donor events and public campaigns for Anthem, including the Anthem Family giving scheme
- Account manage relationships with existing supporters
- Work with CEO to develop key applications to Trusts & Foundations for strategic projects
- Work with CEO and Board to embed legacy giving across the organisation
- Ensure Anthem is following the Fundraising Regulator Code of Fundraising Practice and Chartered Institute of Fundraising best practice

## FEATURES

- ability to travel to attend meetings or to attend meetings online
- ability to work from home
- regular mentoring sessions
- 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, corporate, individual giving, events and trusts and foundations

Awareness and experience of how to operate within charity law, GDPR legislation and our policies and guidelines.

Experience in managing and stewarding relationships with supporters 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

Engaging and inspiring written and verbal communication skills with the power to persuade, motivate and inspire

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

## 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:

[info@pollysymondsonrecruitment.co.uk](mailto:info@pollysymondsonrecruitment.co.uk)

- The deadline for submission of applications is xx
- Initial interviews with Polly Symondson Recruitment will take place on xx
- Shortlisted candidates will be invited to attend an interview with Anthem on xx

If you have any other special requirements to enable you to apply for this role or would like to have an informal chat, please email:

[rhian.hutchings@anthem.wales](mailto:rhian.hutchings@anthem.wales)

or

[info@pollysymondsonrecruitment.co.uk](mailto:info@pollysymondsonrecruitment.co.uk)

The Anthem logo is displayed in a large, bold, white sans-serif font against a solid black rectangular background. The word "anthem." is written in lowercase, with a period at the end. The letters are thick and modern, with a slight shadow or depth to the characters.