

**Race Against Dementia
Appointment Brief**

Community Fundraising Manager



About Us

Three times Formula 1 World Champion, Sir Jackie Stewart OBE founded Race Against Dementia in 2016, following his wife's diagnosis of frontotemporal dementia.

At Race Against Dementia we identify, fund and guide pioneering dementia scientists from across the world.

We offer an innovative support package, inspired by high-performance Formula 1 and the world's most inventive companies. We help researchers forge cross-discipline and cross-industry collaborations. We guide them on leadership, communication, teamwork and management.

Our researchers work to achieve better diagnoses, understand risks, develop treatments and find a cure for dementia.

With over 55 million people affected globally and someone diagnosed every three seconds, Race Against Dementia is taking immediate action to drive significant breakthroughs and develop leaders in the field.

Our Mission

To equip dynamic and driven dementia researchers with funds and a Formula 1 mindset to accelerate a cure for dementia.

Our Vision

A world with preventions and cures for dementia.

Our Values

Innovation: We harness forward-thinking approaches and cutting-edge ideas to drive positive change and challenge the norm.

Teamwork: We foster a culture of teamwork and respect. We apply our individual expertise and we work collaboratively towards our mission.

Resilience: We are focused and motivated on our mission and support each other in moments of adversity.

Ambitious: We are conscientious and driven. We are motivated to push boundaries and achieve success.

Integrity: We are honest, fair and equal. We listen to each other and make decisions with consistency, transparency and integrity.

About You

- We are looking for someone who is committed to helping us achieve our mission and vision.
- You will need to be adaptable, able to multi-task and work as part of the team.

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- You will need a keenness for learning and new challenges with a high level of commitment and passion for our cause.

Our Team

We are a small dynamic and hardworking team. We have a positive and inclusive culture and believe we are made up of open-minded, agile, determined and fun individuals who really want to make a difference.

What can we offer you?

- You will be joining a team who put people first and will make you feel valued, help you to learn, and support you to thrive in your role and within the charity.
- Quarterly in person team meeting days where we take a break from the screens, reflect on the last couple of months, plan ahead and use the day to work collaboratively.
- Hybrid working with an office in London.
- Pension contribution.
- 33 days' holiday a year (including eight English public holidays), and we encourage you to use them all!
- Discretionary holiday allowance around Christmas.
- Laptops provided for all employees.
- Learning and development budget.

Job Description

Job Title	Community Fundraising Manager
Based In	Remote/Hybrid (London), with travel to Wendover, London and nationally
Reporting To	Chief Development Officer
Hours	40 hours per week with a one hour lunchbreak, worked flexibly to include evening and weekend work where necessary
Leave	25 days holiday per annum plus bank/public holidays
Contract	Permanent
Salary	£35,000 - £40,000 per annum
Pension	Up to 3% matched contributions
Travel	National travel and beyond where necessary

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Purpose of the Role

We're seeking a dedicated and experienced Community Fundraising Manager. You will be the main point of contact for Race Against Dementia donors and supporters, including for individual giving, community, in memory and legacy giving. You will lead on the community fundraising strategy and manage its associated income and expenditure budgets, ensuring that all targets are achieved and /or exceeded where possible.

You will enjoy building relationships and communicating with supporters. Through expert stewardship, you will ensure all our community supporters are invested and engaged with our cause and you will ensure all financial and relationship opportunities are explored and maximised to their fullest potential.

Duties and Responsibilities

Fundraising

- Deliver the community fundraising strategy and associated targets for community, individual, in-memory and legacy donations with support from the Chief Development Officer.
- Develop and maintain relationships with Race Against Dementia supporters.
- Provide information, advice and materials to fundraisers when requested.
- Develop a pipeline of supporters and research and identify prospective community fundraising opportunities.
- Using the CRM system, keep accurate and up-to-date records about donors and their requirements.
- Create and develop fundraising campaigns and support third-party events.
- Prepare and manage annual Community Fundraising budgets, meeting and exceeding targets where possible.
- Prepare quarterly forecasts and report monthly on performance against targets and KPIs to the Chief Development Officer.
- Attend community events and meetings to share ideas, provide support and take part in cheque presentations.
- Where necessary, produce funding proposals for donors and prospects.
- Ensure that the needs and expectations of existing and potential supporters are met and exceeded to maximise fundraising income, and to ensure their lifelong support of Race Against Dementia.
- Work in conjunction with the Digital Marketing Manager to ensure strategic marketing and communication plans are created to promote community fundraising activity effectively.
- Work sensitively and empathetically with donors and their families to support fundraising and storytelling in campaigns and appeals, engendering long-term support and advocacy.
- Develop products that engage the public and community groups with fundraising.

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Other Duties

Carry out any other duties as required by the CDO, CEO or Trustees including (but not limited to):

- Attend, where appropriate fundraising events.
- Maintain a good knowledge of initiatives that are of benefit to Race Against Dementia.
- Administer your own workload, including meeting targets and deadlines in line with the Race Against Dementia appraisal system.
- Work within the guidelines of Race Against Dementia policies and procedures.

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Person Specification: Community Fundraising Manager	Essential (E) Desirable (D)	Demonstrated at: Application (A) Interview (I)
Skills, Experience and Knowledge		
Proven track record of fundraising over at least three years	E	A/I
Competent and comfortable building relationships with individuals at all levels	E	A/I
Excellent verbal and written communication skills	E	A/I
Experience of working in a charity	D	A/I
Confident user of IT, including Microsoft applications	E	A/I
Writing copy for newsletters and website	E	A/i
Ability to share information, contribute opinion and receive constructive criticism	E	I
Ability to maintain accurate and up-to- date data and online records	E	I
Experience of using a CRM system	D	A/I
A full driving licence and access to a car	E	A/I
Qualifications		
Fundraising qualifications	D	A
Personal Attributes		
Able to demonstrate empathy, sensitivity and respect confidentiality when interacting with donors and their families.	E	I
Ability to think creatively and positively and to seize new opportunities	E	I
Personal resilience with the ability to drive things forward	E	I
A good team player who thrives working in a small dynamic team	E	A/I
A self-starter who can maintain their motivation while working alone or from home	E	I
Good time-management, planning and organisational skills, including the ability to manage competing priorities that are time-sensitive	E	A/I
Willing to be flexible with working hours	E	I
Committed to equality, diversity and inclusion	E	I
Commitment to CPD	E	I

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To Apply

To apply for this role please send a copy of your CV and a covering letter to jan@raceagainstdementia.com

Please tell us why you are interested in this specific role? What gets you excited about working for Race Against Dementia?

Closing Date for Applications: 4 March 2024 at 5.00pm. We may invite applicants for interview before the deadline ends, so please do get your application in if you would like to be considered.

Equality, Diversity and Inclusion Statement

Race Against Dementia aims to be an inclusive organisation where the individuality of every person is treated with respect. Race Against Dementia is committed to eliminating discrimination in any form. This means that all staff, volunteers and everyone with whom we come into contact with will be treated with dignity, equality, fairness and respect and no one will receive less favourable treatment.

Safeguarding Statement

Race Against Dementia is committed to safeguarding and protecting vulnerable adults, children and young people. Our posts may be subject to a safer recruitment process, including the disclosure of criminal records and vetting checks where appropriate. We have policies and procedures in place that promote safeguarding and safer working practices across the organisation.

Registered Address

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