

Dear applicant

**Statutory Fundraising Manager**

Thank you for your interest in the above position with Alzheimer's Society. Please find enclosed an information pack as requested.

We ask you to fill in your application carefully, giving all relevant information and, in particular, setting out the ways in which you meet the competencies outlined in the job description. You should provide clear and concise examples of a time when you have used the necessary skills.

The application should be typed or completed in black ink. The panel will be considering the presentation of your application during the selection process.

Your completed application should be returned to us by 18<sup>th</sup> November. Late applications will not be accepted.

Interviews will be held on 25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> November.

**Please send your completed application form to:**

**Recruitment  
Human Resources  
Alzheimer's Society  
Devon House  
58 St Katharine's Way  
London  
E1W 1JX**

Or e-mail [recruitment@alzheimers.org.uk](mailto:recruitment@alzheimers.org.uk)

Yours faithfully  
The Recruitment Team

## **Alzheimer's Society**

### **Information for Candidates**

#### **Alzheimer's and Dementia**

Alzheimer's Society is concerned with all forms of dementia, of which Alzheimer's is the most common. Structural and chemical changes in the brain are responsible for the devastating effects of dementia. A person's memory may deteriorate, leaving them confused about the time and where they are. As dementia takes hold their personality and behaviour will change and they will lose everyday skills, such as driving and the ability to wash or dress themselves. Sadly, friends and family may become strangers.

More than 700,000 people in the UK have some form of dementia - one in 20 of those aged 65 or more and one in six of the over 80s. As the population ages we expect this figure to rise and demand for specific services to grow.

#### **Alzheimer's Society**

Alzheimer's Society is the leading national care and research charity for people with all forms of dementia, their families and carers. We offer support, give information and advice, run day care and home care services, campaign for adequate benefits, proper assessment and high quality care and we fund research into the causes and possible treatments for dementia.

The Society delivers its services through a combination of national and local activity and last year provided help to over 100,000 people.

Alzheimer's Society is made up of approximately 240 local branch operations, varying in size from £10k to £600k pa, supported by a central office based in London. We employ approximately 1,800 staff and benefit from the time and commitment of up to 5,000 volunteers covering a range of duties from direct care to finance. The Society has grown to this size in under 30 years, and is still ambitious. The challenge is to build on our successes, to actively pursue its growth and develop services across the country, whilst at the same time improving governance arrangements and the management of risk.

#### **The Fundraising Directorate**

The Fundraising department currently raises money by fundraising from individuals, companies, trusts and statutory bodies and also by trading greetings cards, gifts and promotional goods. Activities include fundraising events, major giving, in-memoriam donations, raffles, legacies and the operation of the Society's membership scheme. In 2009/10 the central fundraising team will raise over £20m with an expected average cost to income ratio of 1:3.

As the Society's services become increasingly in demand, the fundraising team has recently been re-organised in order to ensure that the significant financial resources we need are in place for the future. The directorate is looking at an ambitious growth of 25% net income growth over the next three years – the gross income will increase from £20m to £25m during the period 2009 – 2011.

## **Structure**

To deliver growth, the Fundraising and Marketing Directorate has been re-organised into six Strategic Business Units (SBUs) – see structure chart on the job description.

## **Our strategy – inspiring others to make a difference**

In a crowded, competitive charity market, Alzheimer's Society aims to stand out as an organisation that inspires and values our donors.

We aim to do all our fundraising through living the values and principles below:

- By inspiring people to see the difference they can make
- By showing them how their donation will be spent
- By helping people to understand the consequences of dementia
- By working in partnership with people and offering them opportunities within the society to support our work
- By educating people about fundraising
- By communicating with people in a consistent, meaningful way
- By giving people the best donor experience possible

## **The High Value Giving Strategic Business Unit**

The High Value Giving business unit is a newly organised unit responsible for devising and implementing a strategy that delivers income from high value individual donors, trusts and foundations and non-contract statutory income. Our recent campaigning and awareness raising work has created significant need for our services creating the need to build upon our team and capitalise upon all these emerging opportunities.

Over the last few years, trusts, statutory sources and the Big Lottery Fund have funded the majority of the Society's new projects and developmental work. Last year, the Society was successful in securing a grant of £500k from the Department of Health towards its 'Worried About Your Memory?' campaign, which was recently shortlisted for the Third Sector Excellence award for best Communications Campaign.

In February 2009, the Government launched its first ever National Dementia Strategy for England, an ambitious national rescue plan which we hope will transform the lives of people living with dementia. The Society anticipates that significant additional statutory funding opportunities will emerge from this and similar developments in Wales and Northern Ireland.

## **Statutory Fundraising Manager**

The new post of Statutory Fundraising Manager will play a key role in helping us to build upon our existing success of securing grant income from statutory sources across England, Wales and Northern Ireland.

Reporting to the Senior Trusts and Statutory Fundraising Manager, and working closely with others in the Trusts and Statutory team, you will be responsible for ensuring that we maximise all opportunities for grants income from statutory sources for all the Society's activities. Working to an income target agreed with your line manager, you will be responsible for identifying and securing new sources of income from central government departments in England, Wales and Northern Ireland, as well as auditing and coordinating existing relationships with statutory grant givers across all our areas of operation. A key focus of your role will be to work closely with other directorates to devise and implement an EU fundraising strategy for the Society and ensure that we maximising our potential in this area.

To succeed in this post, you will have proven experience of making successful applications for statutory funding. You will also have the personality and confidence to communicate at all levels within and outside the organisation enabling you to build lasting relationships with funders. Highly motivated and target driven, you will be comfortable working independently and as part of a team. With a genuine desire to make a positive difference to the lives of those affected by dementia, you will also be keen to take on the challenge of a new and exciting role within a rapidly changing and dynamic organisation.

**Further information**

If you would like an informal discussion about this post, please call Alison Watt on 020 7423 3638.

**Job description: Statutory Fundraising Manager**

Pay band: £33,026 p a

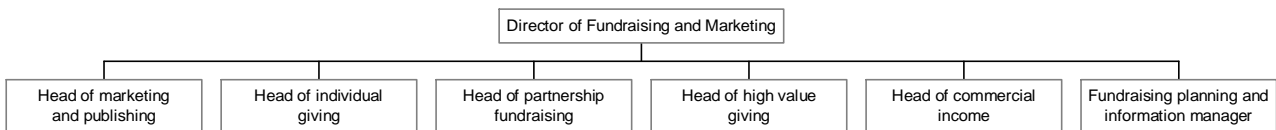
Location: London (18 month contract)

Responsible to: Senior Trusts and Statutory Fundraising Manager

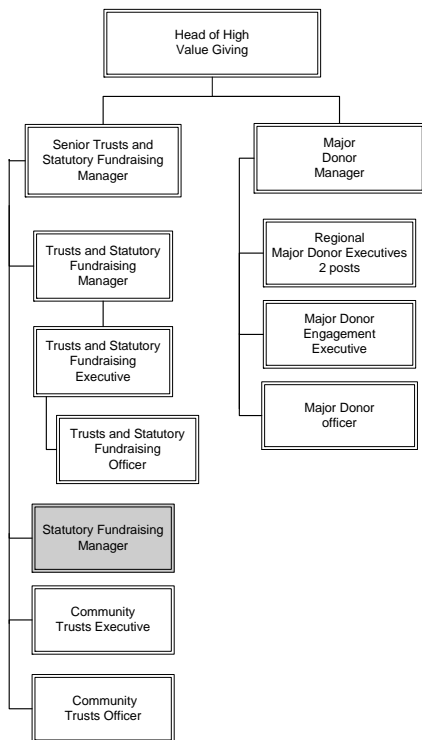
**Main purpose of job**

To develop and implement a strategy which focuses on increasing statutory grant income from Central Government, EU and statutory sources across England, Wales and Northern Ireland contributing to the overall income of the organisation from these sources

**Position in organisation**



**High Value Giving Strategic Business Unit**



- Reports to Senior trusts and statutory manager
- Works closely across all Directorates to maximise grant income from statutory sources
- Supervises temporary staff and volunteers as required
- Liaises at all levels with staff within the organisation
- See structure chart above

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## **The Scope of the job**

- Income generation, with a focus on raising statutory (non-contract) funding from central government sources, the EU and regional / local statutory sources
- Planning and budgeting
- Customer care and account management
- Relationship building

## **Dimensions and limits of authorities**

- Responsible for developing and implementing a robust strategy for maximising grant income from central government departments in England, Wales and Northern Ireland and from regional and local government sources across England, Wales and Northern Ireland
- Responsible for developing and implementing a robust strategy for maximising grant income from EU and other relevant government sources, as agreed with the Senior Trusts and Statutory Fundraising Manager
- Responsible within fundraising for ensuring that the organisation maintains accurate records of grant giving from all statutory sources
- Responsible for developing strong working relationships with funding bodies and Society staff

## **Duties and Key Responsibilities**

### **Income generation**

- To work closely with the Services Directorate to agree and establish clear working practices for securing statutory grant income
- To develop fundraising opportunities for the Society from statutory grant sources through research, targeted appeals and applications, presentations and meetings with funders
- To orchestrate networking at all levels within the organisation to identify opportunities for income from a wide range of statutory sources
- To develop and maintain a rolling programme of approaches to funders
- To ensure that the organisation develops and maintains accurate records of its voluntary income from statutory sources
- To proactively research and review the giving criteria and patterns of existing and potential supporters, including networking with other Statutory Fundraisers, to identify best prospects and ensure all opportunities for generating voluntary income for the Society's work are maximised
- To contribute to a trusts and statutory fundraising strategy which maximises income for the Society and which reflects emerging changes in regional budgeting and frameworks

### **Planning and budgeting**

- To develop and take responsibility for plans and budgets which will maximise the Society's voluntary income from statutory grant making bodies as agreed with the Senior Trusts and Statutory Fundraising Manager and to contribute to the overall Trusts and Statutory Fundraising Strategy

- To monitor and review income from statutory grant givers, suggesting and taking action where appropriate, in conjunction with your line manager
- To contribute to the team's overall ongoing and annual team planning and budgeting processes

### **Customer care and account management**

- To develop and implement a strategy for ensuring that the reporting requirements of statutory grant givers are managed in a timely and professional manner
- To manage funding relationships with statutory grant givers to a high standard to maximise their long term commitment to Alzheimer's Society
- To contribute to effective account management across fundraising and other directorates by sharing experience and knowledge with others and offering support as appropriate
- To contribute to the development, implementation and management of a wide range of relationship building initiatives with supporters – e.g. small and large scale events; training seminars; private lunches etc
- To represent the organisation to supporters in face to face meetings, in writing and by telephone
- To organise visits to projects for grant givers, where appropriate

### **Relationship building**

- To build strong effective working relationships with key staff within the organisation
- To act as an expert resource on fundraising from statutory sources for Society staff across the organisation
- To develop and implement processes for providing professional support and training to the Services Directorate, to maximise income from statutory grant givers
- To co-ordinate grant income from statutory sources across the community where appropriate in conjunction with the Services Directorate

### **Contacts**

- Internal: As the role involves raising funds for all aspects of the Society's work, the post holder will create and maintain internal contacts at all levels both at national office and within the regional structure
- External: Contacts will be maintained and created with a broad range of statutory supporters and other statutory fundraising professionals. Contacts will mainly be made by telephone and through meetings and network groups.

**Person specification**  
**Statutory Fundraising Manager**

Those marked with an asterix are desirable, the rest are essential

**Education/qualifications/knowledge**

Numerate and literate, with good standard of education, to degree standard or equivalent  
Knowledge of the UK voluntary sector, preferably medical or care charities\*  
Knowledge of UK government (at national and regional level), Big lottery Fund and EU funding sources  
Excellent working knowledge of MS Office applications, fundraising databases and the internet  
Certificate in Fundraising\*

**Experience**

At least three years' proven experience of proactively seeking and gaining commitment from statutory grant giving bodies  
Experience of statutory fundraising at a local or regional level\*  
Experience of managing complex projects and donor relationships  
Budgeting and financial management  
Experience of fundraising applications in the medical or care sector  
Experience of fundraising in a branch-based membership organisation\*

**Skills and Abilities**

Excellent research skills  
Excellent interpersonal and networking skills  
Excellent written English (including grammar, spelling, creative writing)  
Strong project management and organisational skills  
Proven ability to manage and develop relationships with high level grant givers foundations  
Proven ability to communicate complex issues clearly and succinctly verbally and in writing  
Proven ability to identify and maximise funding opportunities  
Ability to analyse financial information and present it in an accessible format

**Personal Qualities**

Ambitious, innovative, tenacious, self motivated and target driven.  
Able to show empathy for people with dementia and their carers.  
An excellent relationship builder. Enjoys working as part of a team.

**There will be some requirement to travel as part of this role throughout England, Wales and Northern Ireland.**

## **Job application guidelines**

The Alzheimer's Society aims to be an equal opportunities employer. We aim to treat every applicant fairly. The information you provide in your application form is the only information we will use in deciding whether or not you will be invited for interview, so it is important that you complete it with care. To help you, please follow these guidelines.

1. Please complete all sections of the form.
2. Please complete the application form in black ink, as it will be photocopied. Do not stick or glue paper to the back of the form – it gets caught in the photocopier. Please add a separate piece of paper instead.
3. After reading the person specification and job description, think carefully about your application and consider to what extent you have the skills and experience necessary to meet the requirements of the post.
4. Your last and present post allows you the opportunity to tell us about the work you are doing or have done in the past. Be as brief as you can, and use the personal statement at the back of the form to describe in more depth your skills, knowledge and experience relevant to the job.
5. Under the section 'Education, qualifications and training' you are asked to state your qualifications or name a course that you attended. We do not need a full account of your education since your junior school days. It is sufficient to state that you have a specific number of 'A' levels and GCSEs unless you are asked for a specific qualification on the person specification, such as GCSE English. You should mention qualifications or training relevant to the post you are applying for.
6. The personal statement is an important part of the application form and should be used to tell us how you meet the person specification. Always remember to specify your responsibilities rather than those of your section or department. Remember to explain how your current or previous experiences relate to the job you are applying for.
7. Please ensure that your completed application form is returned on the closing date stated on the advertisement. Do not attach any other documentation apart from the equal opportunity monitoring form. Any attachments, such as CVs, references or photocopies of your qualifications, will be disregarded and will not be seen by the selection panel.
8. In order to make good use of the charity's money, your application will not be acknowledged unless you enclose a stamped addressed postcard or similar, nor will you hear from us unless you are selected to attend for interview.

## **Terms and conditions of employment**

Outlined below are some of the main terms and conditions of employment relevant to all employees of the Society.

### **1. Probation**

All posts are subject to a probationary period of 12 weeks unless otherwise stated on the letter of appointment. During this probationary period, either party may give the other one-week's notice in writing to terminate the employment. After successful completion of the probationary period, the notice stated on your contract of employment will apply.

### **2. Annual leave**

The holiday year runs from 1 April to 31 March. In each holiday year, in addition to bank and statutory holidays, the holiday entitlement will be for up to 2 years' service 25 days, 3 years' service 26 days, 4 years' service 27 days, 5 years' service and over 30 days.

### **3. Interest free travel loans**

After the successful completion of the probationary period, an interest free loan to purchase a season ticket is available to all staff. Cheques are made out to the travel company.

### **4. Pension scheme**

The Society operates a group money purchase pension scheme arranged through Zurich. All employees may join the scheme on completion of the probationary period. Employees may contribute up to 4 per cent of their gross salary to the scheme and the Society will double the employee's contribution up to 8 per cent of the employee's gross salary. The Society will not pay into a personal pension scheme.

### **5. Salary payment**

The Society has recently introduced a new pay grading system. Line managers will advise new employees of their pay grade when they commence employment. Pay is normally reviewed each April.

The commencing salary is as stated in the letter of appointment. Salaries are paid in arrears on the 25th of each calendar month, by direct credit transfer into a bank or building society account. (If the 25th falls at a weekend, payment is made on the working day prior to the 25th).

### **6. Sick leave**

The Society operates an occupational sick pay scheme that is based on length of service.

### **7. Retirement age**

The Society's retirement age is 65. The Society has the discretion to extend employees' contracts once the person reaches retirement age upon receipt of a request from the employee.

### **8. No smoking**

The Society operates a no smoking policy.