



## Fundraising Manager – Job Description & Person Specification

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| <b>Job Title:</b>      | Fundraising Manager   |
| <b>Location:</b>       | Based onsite in central London, with some hybrid / flexible working   |
| <b>Hours:</b>          | 5 days per week (35 hours), Monday to Friday, with 3 days in the office with the team. Occasional evening and weekend working |
| <b>Contract:</b>       | Permanent   |
| <b>Salary:</b>         | £41K pa, plus access to pension scheme and other employee benefits  |
| <b>Responsible to:</b> | Head of Engagement and Development  |

### Introduction to Actors' Trust:

Actors' Trust is a charity that supports actors and stage managers in times of need. Founded by Sir Henry Irving in 1882, Actors' Trust has been carrying out its mission for over 140 years and counts the likes of Sir John Gielgud and Laurence Olivier as former Presidents. In 2024 Actors' Trust spent £2.4m on charitable support and exists as a beacon of support for the precarious life of working in the acting profession.

Actors' Trust has a bold new ambition, 'Acting for Impact', to increase its reach and impact within the performing arts community, helping many more people and broadening the range of support to result in meaningful and sustainable change. It is an exciting time for the charity, with a vision to make a greater difference to a community dedicated to bringing so much meaning and inspiration to others.

### Overall job purpose:

The Fundraising Manager will work closely with the Head of Engagement and Development to grow charitable income and philanthropic support. The main focus will be on growing individual giving income, which currently generates around £450K pa. This will include developing donor acquisition and retention, including our Friends, legacies and royalties programmes. This role is ideal for someone who enjoys both strategic planning and hands-on delivery, with experience in developing compelling campaigns and using data and insights to drive decisions and optimise performance. You will be self-motivated working as part of a small team and contributing to the overall strategy and organisational aims.

### Key relationships:

| Internal  | External   |
|---|--|
| <ul style="list-style-type: none"><li>• Head of Engagement and Development</li><li>• Chief Executive and members of the Leadership Team</li><li>• Head of Finance and Operations</li><li>• Grants and Services team members</li></ul> | <ul style="list-style-type: none"><li>• Existing individual supporters</li><li>• Industry professional contacts</li><li>• Trust and Foundation funders</li><li>• External agencies</li></ul> |



### Key duties and responsibilities:

1. Develop and grow individual giving, including a pipeline of individual donors, managing fundraising activities and appeals to optimise income. This includes developing our Friends programme.
2. Develop royalties and legacies programmes, maximising and growing income through advertising and targeted appeals.
3. Analyse donor data and campaign performance to set informed targets, evaluate success and continuously improve individual giving activity.
4. Lead on the development of donor acquisition and retention plans, creating engaging campaigns that inspire one-off and regular giving.
5. Oversee the accurate capture of all donor information that is GDPR compliant so we can implement donor journeys that retain and increase individual giving.
6. Identify potential major donor prospects and flag them to the Head of Engagement and Development for relationship development.
7. Implement the fundraising strategy and work with colleagues to identify opportunities to increase income and broaden the charity's reach and impact.
8. Develop and maintain positive relationships with donors, supporters and key stakeholders, acting as an advocate for the charity at presentations, events and meetings.
9. Deliver a high standard of supporter care and develop a donor stewardship programme to engage supporters and prospects. Plan, manage and deliver a small number of supporter events across the year.
10. Research and identify trusts and foundations and prepare compelling proposals for specific projects. Prepare compelling proposals based on our case for support, collate data to create fundraising content that highlights the impact of the charity's work.
11. Ensure that funders' requirements are met, including the management of reporting to donors. Work with the Finance team to ensure restricted donations and designated funds are managed according to funders wishes.
12. Ensure consistency in messaging and branding across fundraising communications and materials.
13. Ensure the charity is compliant with the Charity Commission, the Fundraising Regulator and Fundraising Code, and correctly follows the Gift Aid legislation.

**N.B.** This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated to reflect appropriate changes.

### Person Specification:

| Knowledge and Experience  |  |
|---|--|
| Essential   | Desirable  |
| Proven experience of developing and delivering successful Individual Giving programmes, including acquisition and retention strategies. | Experience of managing funding applications such as trusts and foundations and managing the reporting process. |
| Proven experience of planning, delivering, and evaluating multi-channel fundraising campaigns (e.g. direct mail, email, digital).       | Experience of fundraising for the performing arts sector.  |

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Actors' Trust is the working name of The Actors' Benevolent Fund



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| Experience of engaging and building strong networks/partnerships across both internal and external stakeholders.                        | Experience identifying major donor opportunities.   |
| Understanding of donor motivations and experience in developing effective supporter journeys that improve retention and lifetime value. | Experience of event management.   |
| Strong ability to analyse and interpret data to improve and support donor targeting, cultivation and stewardship.                       | Awareness of sector trends and opportunities to raise awareness of the work.                          |
| Knowledge of legacy giving and in memorial gifts  | Be able to work independently and as part of a team, working collaboratively across the organisation. |
| Excellent numerical skills and ability to prepare financial information for reports.  |   |
| Knowledge of GDPR, Fundraising Code of Practice and Gift Aid legislation for fundraising practices.                                     |   |

| Other Required Skills & Qualities   |
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| Ability to develop compelling written and verbal communications to both internal and external audiences, including donors and funders               |
| Ability to think strategically and develop innovative ideas to help us stand out to our existing and new donors                                     |
| Compelling and engaging communication style with the ability to build and maintain positive, trusted relationships with stakeholders and supporters |
| Hardworking, self-motivated, pro-active, with demonstrable evidence of working well under own initiative and able to adapt to changing priorities   |
| Strong organisational skills to manage multiple projects to meet agreed deadlines   |