

A photograph of two women in conversation. The woman on the left has long dark braids and is wearing an orange sweater. The woman on the right has short brown hair and is wearing a black and white striped turtleneck. They are standing in front of a wall with large, light-colored geometric shapes, possibly pyramids or triangles, arranged in a pattern. The overall mood is positive and collaborative.

**Frontline**

**Fundraising Manager  
External Relations**

**JOB PACK**

If you would prefer this read aloud, guidance is available [here](#).

# OUR MISSION

Almost 700,000 children in England rely on the support of social workers each year. These children need and deserve the support of life-changing social work professionals who can empower them to achieve their full potential and help to break the cycle of trauma and disadvantage.

Frontline is England's largest children's social work charity. We're committed to ensuring a safe and stable home for all children so they can reach their full potential - no matter their social or family circumstance. Our mission is to create social change for children who do not have a safe or stable home, by developing excellent social work practice, leadership and innovation. We are creating social change by building a movement of leaders in social work and broader society as part of our Fellowship. We have ambitious aims to grow this community to 5,000 impactful fellows by 2025, and with it our fellows' ability to effect system changes that will improve the life chances of vulnerable children.

We are looking for enthusiastic individuals from a diverse range of backgrounds to join our organisation and contribute to our work to create lasting social change for children and families. At Frontline we do this while striving to achieve a culture of freedom and responsibility, and working to become a truly anti-racist organisation. Read on to find out more about our culture and what we are looking for in this role.



# FREEDOM AND RESPONSIBILITY: OUR CULTURE

To achieve our best work as a charity, we need to both let go of control and expect much more of one another. If we can manage this feat, you will be surrounded by a team who can solve problems, speak with candour, communicate expectations and give one another the space and support to achieve fantastic results for children and families. This is what we call a culture of freedom and responsibility.

How do we make it happen? Freedom without responsibility results in chaos – confusion, frustration, a lack of accountability. Responsibility without freedom breeds a rigid focus on following rules and process, even when professional judgement and creativity would produce better results. It can result in people doing things right without doing the right thing. Because of this, we need to have huge levels of both freedom and responsibility. The most important word is not freedom, nor responsibility, but **and**.



# DIVERSITY AND INCLUSION

Frontline is an employer that takes equal opportunity seriously and seeks to walk the talk.

We believe that the strongest performing teams have a lot of difference in them. Our employees come from a range of backgrounds and with various expertise. We are committed to anti-discriminatory practice and are actively seeking to bring people with different lived experiences into the organisation. According to our most recent demographic survey, 26% of our employees are from ethnic minority backgrounds, 17% are disabled and 20% identify as LGBTQ+.

We are committed to becoming an actively anti-racist organisation. For us at Frontline, that means proactively tackling systems and structures that perpetuate and embed racism in our society. We published a racial diversity and inclusion plan in June 2020 and have been working to deliver this since that time, which you can read more about on our website [here](#).

We have a diversity and inclusion working group that includes employees from across all teams and levels including the people team and our senior leadership team. The group leads on recommendations for improvements in this area and implements initiatives to achieve equality for all.

We are committed to taking an inclusive approach to recruitment. We use a system called Pinpoint, which helps to remove bias from the selection process by anonymising applications. We ensure all of our employees have the relevant knowledge to support these aims. We design and deliver regular workshops and training around diversity, inclusion and belonging. We are proud to have won the ENEI Best Smaller Employer Award 2020.

If you're interested in hearing more about diversity and inclusion at Frontline, please feel free to contact Lisa Zaranyika, Equity, Diversity and Inclusion Director on [lisa.zaranyika@thefrontline.org.uk](mailto:lisa.zaranyika@thefrontline.org.uk)



# OUR BENEFITS

We know that working here is more than just a job title. Our benefits are a way of recognising employees for the important work they all do.



## Community

- Employee Resource Groups (incl. LGBTQ+ Affinity Group, Black Affinity Group, family network)
- Organisational away day once a year
- Regular social activities – virtual and in-person
- Social work roles can join the Frontline Fellowship after one year of service



## Family

- Enhanced Occupational Maternity, Adoption, and Shared Parental leave policies – 24 weeks full pay, followed by 15 weeks statutory pay
- Partner leave – 6 weeks full pay
- Foster and kinship care policy – support and time off for training (up to 5 days)
- Time off for fertility treatment/IVF appointments



## Flexible working

- Work from home as often as needed for your role
- Flexibility around our core hours (10am-4pm)
- Mission aligned volunteering time (up to 3 days)



## Learning and development

- CPD – Professional qualifications and apprenticeships
- Tailored, in-house workshops
- Coaching with qualified, professional coach



## Holidays

- 25 days annual leave, plus bank holidays and office closure from 25 December to 1 January
- Holiday entitlement increases by one day every year after two years' service (up to max. 30 days)
- Buy up to five days annual leave a year



## Health and well-being

- Employee Support Service – 24/7 confidential advice line and counselling
- Occupational Health support – assessments and counselling
- Life Assurance Scheme – death in service benefit of x3 annual salary
- Free eye test and flu vaccine
- Employee-led Wellbeing Action Group
- Sabbatical after 3 years' service (up to 6 months)



## Pay, pension and loans

- Transparent salary structure
- Up to 8% employer pension contribution
- Interest-free bike and season ticket loan
- Interest-free deposit loan for renting or buying a new home

# THE ROLE

**Reports to:**  
Head of Fundraising

**Salary:**  
£41,448 per annum (inclusive of London weighting) plus competitive pension

**Contract:**  
Full time, permanent

**Location:** Hybrid working (at least one day a week in London office).

**Direct reports:**  
None

**Closing date:**  
9am, 15 April 2024

**Interviews:**  
**First round:** 19 April 2024 (on Teams)  
**Second round:** 24 April 2024 in our London office

*There will be a task to be completed between interviews*



## **The team you will be working in:** External Relations

The fundraising manager role sits in the fundraising team within the external relations division. The fundraising team is responsible for raising between £1m and £1.5m in fundraised income annually. Frontline's philanthropic income complements the significant contract income the charity receives from central and local government and enables the charity to carry out its broader mission to create social change for hundreds of thousands of disadvantaged children.

Since we were founded in 2013, Frontline has leveraged its success to build committed, high impact partnerships with a number of prestigious supporters including, trusts and foundations, corporates and high net worth individuals. Our new fundraising strategy focuses on continuing to grow our network of supporters by maintaining excellent relationships with our current funders while identifying new potential donors, and at the same time testing and developing fundraising through community and events and individual giving.

We are now looking for a fundraising manager to help drive this strategy forward. The successful candidate will have experience across a range of fundraising areas (in particular community and events fundraising, individual giving, digital fundraising as well as corporate or major donors) to add strength to the team and allow us to pilot new fundraising initiatives.



# THE ROLE

## Job description:

The successful candidate will work closely with the head of fundraising and the fundraising officer to implement Frontline's annual fundraising plan, taking specific responsibility for growing our public fundraising income through community and events fundraising, individual giving and digital fundraising while also supporting building and developing partnerships with corporates. They will work closely with other teams to increase engagement with our fundraising activities from across the organisation, including staff, fellows (alumni of our programmes) and programme participants. The fundraising team is supported by the marketing, events and communications staff of the external relations division.

## Key responsibilities:

- Lead on developing our public fundraising income (individual giving/community and events fundraising), working with other teams and external agencies where suitable to increase engagement among our audiences and grow our public fundraising income by:
  - Recruiting and stewarding participants in fundraising events
  - Encouraging people to raise funds for Frontline
  - Testing and running fundraising appeals
- Work with and develop relationships with existing corporate supporters and bring on board new corporate supporters to grow income from this area, including through staff fundraising activities
- Work with other teams to develop opportunities to bring funders closer to our work and help inspire a culture of fundraising across the charity.
- Work closely with the events officer to develop and deliver high quality fundraising events.
- Support the head of fundraising with the development of Frontline's long-term fundraising strategy, monitoring progress towards annual revenue goals.
- Ensure that public fundraising activities, systems and behaviours are compliant with regulatory requirements and sectoral Codes of Practice.
- Ensure that systems (e.g. Sharepoint and Salesforce) are kept up-to-date to support income reporting and data analysis.
- When required, support the head of fundraising and fundraising officer with the management of their key accounts.



# THE ROLE

## Person specification (E = essential; D = desirable)

### Experience and knowledge

- Previous experience of delivering against financial targets and growing income in a fundraising role, ideally public fundraising. **(E)**
- Significant experience of building up public fundraising (including community and events and individual giving) from a low starting point. **(E)**
- Experience of digital fundraising techniques and working with agencies/ marketing and communications teams to grow income from individuals. **(E)**
- Significant experience of winning and growing corporate partnerships, including five-figure partnerships and sponsorship relationships. **(D)**
- Significant experience of crafting creative and imaginative funding proposals and pitching to corporate partners. **(D)**
- Strong belief in and enthusiasm for Frontline's aims and mission. **(E)**

### Characteristics and skills

- An enthusiastic, target-driven fundraiser with a 'can do' approach **(E)**
- Strong writer with an ability to express complex ideas in simple and effective language and to develop creative ideas. **(E)**
- Strong oral communications skills, with demonstrated ability to influence, persuade and network with a wide range of stakeholders at different levels of seniority. **(D)**
- Highly numerate with an ability to develop project budgets and financial reports. **(E)**
- Strong IT skills, including Word, PowerPoint, Excel, Outlook, Salesforce and/or donor databases. **(E)**
- Strong leadership skills and motivated by working in a target driven environment and as part of a team. **(E)**
- Excellent organisational skills and the ability to assess and prioritise a demanding and varied workload. **(E)**

We believe that diversity makes for a stronger team and want our organisation to better reflect the communities we serve. Therefore, we are actively seeking applicants from racialised minority backgrounds for this role. We are also a disability confident employer and welcome applicants with disabilities. We ensure a diverse shortlist for all our roles when prompted, we encourage you to share this information with us if you feel comfortable to do so. Please let us know how we can make the recruitment process more accessible for you by emailing

[People@thefrontline.org.uk](mailto:People@thefrontline.org.uk).





# THE ROLE

You may not have all of the experience or skills listed in this job pack but don't let that automatically put you off applying. If you have relevant experience and feel you would be a good fit for this role, we'd love to hear from you.

It is important to us that you are aligned with our values and committed to:

- working to deliver our [mission](#) and helping achieve our vision
- working towards our organisational goal of creating 5,000 impactful fellows by 2025
- creating a culture of freedom and responsibility
- actively dismantling discrimination in your role

## Requirements of the role:

- Right to work in the UK
- This post is subject to a police check of previous criminal convictions with the Disclosure and Barring Service (DBS)

## How to apply:

If this sounds like the right role and organisation for you, please apply by following this [link](#).

Please note that we reserve the right to close all roles early if we experience a high number of applications. If you think the role is a right fit for you, please apply as soon as you can.

## Want to find out more?

Please contact Steve Hawe, Head of Fundraising at [fundraising@thefrontline.org.uk](mailto:fundraising@thefrontline.org.uk)

