

# Fundraising Manager

CANDIDATE BRIEFING DOCUMENT

**Sensational Kids**  
Therapy • Toys • Training



**2into3**  
Transforming Social Impact

November 2023

# ORGANISATIONAL BACKGROUND

Sensational Kids is an innovative, award winning, non-profit positively impacting the lives of thousands of children with additional needs throughout Ireland. Sensational Kids has four child development centres providing subsidised therapeutic services, such as occupational therapy, speech and language therapy, play therapy and educational psychology in Kildare, Mayo, Monaghan & West Cork.

Sensational Kids operate as a social enterprise with charitable status, raising funds through traded income and donor supports which help to subsidise the services.

For more information, please visit [www.sensationalkids.ie](http://www.sensationalkids.ie).



## VISION

All children and adolescents in Ireland have access to timely services.

## MISSION

To transform the lives of children through therapy, toys and training.

## VALUES

- Family centred
- Inclusive
- Respect
- Fun
- Play
- Excellence
- Social Enterprise
- Innovation

## AMBITION

As a social enterprise, Sensational Kids' ambition is to drive their traded income and maximise grants and donor supports to increase their sustainability and accelerate their reach. This will allow them to transform their impact and ensure access to developmental therapy supports for as many children and adolescents in Ireland as possible.

## GOVERNANCE

Sensational Kids are committed to the highest standards of governance, transparency, and accountability. They are governed by a voluntary Board of Trustees who are responsible for the organisation achieving its strategic aims, remaining commercially viable and the overall governance of the organisation. The Board is currently comprised of eight members.

## FINANCIAL INFORMATION

In the year ending December 2022, Sensational Kids had a year of strong performance, with a total income of €2,078,932. The expenditure during the same period was €2,015,248.

## CONTEXT FOR APPOINTMENT

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Sensational Kids have an ambitious strategy to transform and grow their service delivery of developmental therapy for children and adolescents.

To grow sustainably as a social enterprise, they are seeking to appoint an experienced and passionate fundraiser who will play a fundamental role in operationalising their new fundraising strategy.



## THE POSITION

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Title	Fundraising Manager
Reporting to	Chief Executive Officer
Direct Reports	None (additional recruitment will commence as needed in line with the fundraising strategy)
Place of Work	Kildare Town. Hybrid working options available; subject to role requirements. Occasional travel required.
Working Hours	Full-time
Nature of Post	Permanent (following successful probationary period)

## ROLE SUMMARY

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This is an exciting role for an ambitious fundraising professional who is committed to delivering on the vision and mission of Sensational Kids. The Fundraising Manager will be responsible for meeting and exceeding agreed targets and objectives through engagement with a pipeline of prospects, maximising core fundraised income through individual giving, corporate partnerships and philanthropic donors.

Reporting directly to the CEO, the successful candidate will operationalise the organisation's new fundraising strategy, which has been created in line with the organisation's wider strategic goals; by building a database of potential and future donors, developing a long-term legacy giving campaign, and driving a new emphasis on corporate fundraising. Furthermore, they will ensure that all interactions with funding partners are conducted in line with Sensational Kids' fundraising guidelines.

They will also work closely with other members of the Senior Management Team to support their fundraising efforts, including retail income, capital grants and government funding.

## STRATEGY IMPLEMENTATION

- ❑ Implement and operationalise Sensational Kids' newly approved fundraising strategy.
- ❑ Consistently analyse results, interpret trends, and provide recommendations for improving the overall fundraising plan to maximise future income.
- ❑ Prepare regular, timely and accurate reports for the Board of Directors, e.g., progress reports / financial reports, and updates against fundraising targets.
- ❑ Prepare and write creative and accurate fundraising proposals, informational materials, donor agreements, and any other materials needed to secure major gifts; and deliver compelling pitch presentations to prospective donors.
- ❑ Keep abreast of developments in fundraising trends across the sector and be aware of current market and economic factors influencing fundraising activities to anticipate appropriate courses of action.
- ❑ Set up a new CRM system to monitor and evaluate fundraising activities against targets, taking corrective action or enhancing them when necessary.
- ❑ Attend networking and training events related to fundraising within the non-profit sector as required.
- ❑ Ensure transparency in all of Sensational Kids' fundraising activities.





## DEVELOPMENT OF CORE FUNDRAISING ACTIVITIES

- ❑ Maintain strong relationships with existing philanthropic funders, identify additional trusts, foundations and individual philanthropists to target and establish how best to build a deep understanding of the work of Sensational Kids with these entities.
- ❑ Identify, engage and cultivate a pipeline of corporate donors, with a clear rationale as to why they should be approached.
- ❑ Develop new programmes to build on existing funding from sources including legacies, direct marketing and digital campaigns.
- ❑ Develop a new committed giving product ('Sensational Friends') using a combination of the existing donor database and identify new potential supporters and with a tangible narrative attached to each gift level.
- ❑ Conduct an initial data audit and testing of the names and postal addresses available for targeting through both direct mail and email.
- ❑ Carry out an effective mail and digital campaign with the aim of gaining committed givers and increasing sign up to retail giving.
- ❑ Prepare stewardship reports for donors on the use and impact of their gifts.
- ❑ Maintain a consistent level of face-to-face meetings with new and existing prospects.
- ❑ Manage all aspects of newly established corporate relationships with a view to securing long-term partnerships that can deliver recurring revenue for Sensational Kids.
- ❑ Work with the Marketing & Ecommerce Manager to plan key communications to existing supporters to further engage them in the mission of Sensational Kids and encourage higher level giving over the donor lifecycle.



## CROSS-ORGANISATIONAL COLLABORATION

- ❑ Work closely with the Marketing & Ecommerce Manager to develop fundraising campaigns, a case for support, impact pieces and case histories, ensuring alignment between the communications plan and fundraising strategy.
- ❑ Liaise with the Marketing & Ecommerce Manager to maximise income from retail giving by developing new products and increasing engagement with the online shop.
- ❑ Support the Financial Controller with both recurring and new applications for grants and government funding with a view to securing additional and sustainable support from these sources.
- ❑ Support the CEO in securing capital funding through identify and building relationships with high-net-worth individuals.
- ❑ Support regional teams to enhance the 'culture of fundraising' in the organisation and to develop engagement with supporters at a local level.

## LEADERSHIP & MANAGEMENT

- ❑ Contribute proactively to the overall leadership and strategic direction of the organisation.
- ❑ Take ownership of relevant aspects of risk management as part of the senior management team.
- ❑ Recruit, manage, develop and motivate a high-functioning team of fundraising professionals, providing guidance, support and mentorship.
- ❑ Prepare reports for the Fundraising Subcommittee and attend meetings as required.
- ❑ Review, update and maintain appropriate policies, procedures and compliance frameworks in line with fundraising guidelines.
- ❑ Help promote an effective, positive and constructive team culture, where the work of others is valued and respected.
- ❑ Champion the mission, vision and values of Sensational Kids and ensure that the new fundraising team has a continuous focus on growth and development through continuous evaluation.

These duties are a general guide to the responsibilities of the Fundraising Manager. They are neither definitive nor restrictive. The post-holder may be required to undertake other duties commensurate with the post.

After 6 months in the role, you will be expected to be working towards the following KPIs and priorities:

- ✓ Have a comprehensive understanding of the organisation, including vision, mission, values and service delivery.
- ✓ Lead on the implementation of Sensational Kids fundraising strategy.
- ✓ Be on track to achieving the annual fundraising targets for 2024.
- ✓ Establish positive working relationships with the senior management team and all team members.
- ✓ Build strong relationships with key external stakeholders, including corporate partners and high net worth individuals.
- ✓ Identify where the Fundraising Team can be developed by the recruitment of additional resources.





# PERSON PROFILE

Sensational Kids is seeking an experienced and dynamic Fundraising Manager with a proven track record in developing fundraised income in a growing organisation, with a particular focus on securing funding through developing new fundraising products for individual giving, corporate donors, legacy giving and major gifts.

This challenging role demands an energetic and passionate individual with the ability to work independently. The ideal candidate will be solutions-focused and confident in their ability to operationalise the organisation's fundraising strategy. They will be a strong communicator, with the ability to champion the organisation's vision, mission and values among potential donors to support the organisation's continued growth.



# CORE COMPETENCIES AND SKILLS

Criteria	Essential	Desirable
At least 3 years' relevant and measurable experience in fundraising, ideally in the areas of individual giving, corporate partnerships and/or major donors	✓	
Third level qualification in a relevant field		✓
Experience implementing a fundraising strategy for a growing organisation and proven success in identifying and developing new strategic relationships and increasing supporter engagement.	✓	
Proven track record of meeting ambitious income targets in the nonprofit sector	✓	
Experience of building a fundraising team in a charity or social enterprise	✓	
Goal-oriented self-starter who can be both a proactive leader and a hands-on participant in a collaborative work environment focused on achieving results	✓	
Strong project management and organisational skills, with the ability to prioritise tasks, meet deadlines, and manage multiple projects simultaneously	✓	
Highly effective presentation skills, with the ability to build positive and high-value relationships across a range of sectors, individuals and organisations	✓	
Strong proficiency in all Microsoft Office tools, particularly Excel and Word and an understanding of management of a fundraising CRM system.	✓	
Passionate about Sensational Kids' mission and vision and have the ability to convey this to donors and supporters	✓	
Full, clean driver's licence and access to own car	✓	
A positive mindset with a solution focused approach	✓	

*If this role is of interest to you and you believe you have what it takes to be successful, but don't necessarily believe that you meet every single criterion in the table above, please do still get in touch so we can discuss further how you may be a fit.*



# REMUNERATION

Salary: €60,000 - €65,000, commensurate with experience.

Non-pay benefits include:

- 25 Days Annual Leave
- Health Cash Plan
- Sick Pay
- Employee Assistance Program
- Birthday Bonus Day Off



# APPLICATION PROCESS



If you are an experienced fundraising manager and would like to take ownership of a new fundraising function, we'd love to hear from you.

To apply, please send your CV and cover letter (in Word doc format only) to Orla Dolan.

Closing date for applications is Friday, 15<sup>th</sup> December. All enquiries regarding the role will be held in strictest confidence.

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- Website [www.2into3.com](http://www.2into3.com)
- E-Mail [orla.dolan@2into3.com](mailto:orla.dolan@2into3.com)
- Address The Academy, 42 Pearse Street, Dublin D02 YX88
- Telephone (086) 792-4696

*Sensational Kids are an equal opportunities employer who believe that diversity is a strength in the workplace. We therefore welcome applications from suitably qualified candidates, irrespective of gender, disability, marital or parental status, racial, ethnic or social origin, colour, belief, religion or sexual orientation.*

*At 2into3, we endeavour to make all reasonable accommodations to facilitate the participation of candidates with disabilities in the recruitment process. Please let us know if you require any specific accommodations.*