



Job Description: Development Manager

Reports to: Chief Executive Officer

Hours: 21 hours per week

Salary: £17,100 - £19,000

This post is initially for a period of 12 months.

Purpose of role/overview:

West Cornwall Women's Aid (WCWA) is a charity which promotes the rights of women and children in relation to domestic abuse and sexual violence (DASV).

The charity is aiming to increase its public profile and influence, and to become more visible in the communities in which it operates. One of WCWA's strategic aims is to become more sustainable by diversifying and expanding its income generation methodology.

The Development Manager will support the Chief Executive Officer (CEO) to promote WCWA's profile and attract a greater variety of backers and funders. The post-holder will have responsibility for ensuring that WCWA's brand and profile are properly represented and communicated so as to be consistent with our values and strategy.

Working closely with the CEO and Board of Trustees, the post-holder will develop, produce and implement a comprehensive 3-year funding strategy. The post-holder will be required to raise significant funds by developing and managing a robust and diverse range of income streams. These include, but are not limited to, grant-making bodies, contract and commissioning, crowdfunding campaigns, philanthropic giving, legacies and corporate partnerships.

Key Tasks

- Create, develop and implement a campaign to promote WCWA in conjunction with the CEO and Board of Trustees.
- Create, develop and implement WCWA's funding strategy in conjunction with the CEO and Board of Trustees.
- Identify and maximise funding opportunities in-line with WCWA's strategic plan and funding strategy.



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- Proactively initiate, develop and maintain relationships with potential backers/funders.
- Create and manage a backers and funders database.
- Explore, develop and implement a funding landscape which attracts legacy funding, philanthropic giving and corporate partnerships to WCWA.
- Secure and manage crowdfunding campaigns.
- Ensure that all funding applications/tender submissions/proposals/tasks are researched, developed and presented to the highest possible competitive standard, with all relevant and appropriate information requested.
- Ensure that all applications are submitted in a timely manner and tracked to outcome.
- Ensure that all funding applications made match the criteria specific to each funder.
- Develop or support appropriate partnership bids with other service providers under the direction of the CEO and Board of Trustees.
- Work closely with WCWA Finance Manager to prepare budgets for funding submissions.
- Identify commissioning/tendering opportunities and, under the direction of the CEO and Board of Trustees, prepare and submit proposals.
- Monitor and produce end-of-grant reports as required.
- Work with the WCWA delivery team to gain a comprehensive knowledge of the work and ethos of WCWA.
- Develop and maintain excellent relationships with WCWA staff and volunteers.
- Develop and maintain excellent relationships with potential and existing funders.
- Ensure all promotion and fundraising activities are conducted in compliance with all relevant legal and ethical requirements and in accordance with best practice.
- Maintain a high level of awareness of developments in the DASV sector and the political, social and economic landscape in wider society as they impact on the work of WCWA.

General

- Represent WCWA as required including at external meetings, presentations and talks, and conduct all work in a way which reflects the aims and principles of WCWA.
- To abide by WCWA policies.
- To participate in individual line-management supervision.



- To attend relevant training as agreed by or requested by the CEO/Board of Trustees.
- To undertake other duties as reasonably requested by the CEO or Trustees.
- To present an update in person at Trustee Board Meetings every 3 months.
- At least one week prior to each monthly Board Meeting, to prepare and circulate a comprehensive written progress report.
- To present a completed funding strategy and a completed promotion plan to the Board of Trustees within 3 months of being appointed.
- To secure, as a minimum, new funding equivalent to the post-holder's salary within 12 months of being appointed.

