



Job Title: **Community Fundraising Manager**

Responsible To: **Events & Challenge Events Manager**

About The Felix Project

The Felix Project is London's biggest food redistribution charity and the largest end-to-end food redistribution charity in Europe.

Our vision is a London where no one goes hungry and good food is never wasted.

We rescue surplus food from businesses, supermarkets, restaurants and farms. This food is nutritious, in-date, and safe and includes a high proportion of fresh vegetables, fruit, meat and fish. If we did not rescue this food, it would be at risk of going to waste. Instead, we deliver it free of charge to London charities, schools, food banks, COVID food hubs and other organisations serving people in need. Our food is a vital lifeline for children and families, people on low incomes, people who have lost their jobs, the homeless, refugees, domestic abuse survivors, the elderly and keyworkers.

We are a very ambitious and dynamic young charity, and we haven't stopped growing since we were founded in 2016 in memory of Felix Byam Shaw, by his father, entrepreneur Justin Byam Shaw. We recently ran a very high-profile media campaign with the Evening Standard and Independent, raising £10million to feed London. We have celebrity endorsement from Reece James, Phoebe Waller-Bridge and Jack Whitehall, Stephen Fry, James May and many others.

Last year we delivered enough food for 21.1 million meals to help people in need. We have continuing major growth plans for the next 4 years, with a target of delivering enough food for 100 million meals by 2024. Because nearly all the food we receive is donated by the food industry and volunteers, every £1 of expenditure redistributes £10 worth of food.

Role Overview

The Community Fundraising Manager will create, develop and deliver a fundraising plan to grow existing and new support for The Felix Project. This role will take the lead on generating new income opportunities and retaining and engaging our supporter base. This role will suit a driven, experienced fundraiser who is motivated to work in a dynamic young charity helping the most vulnerable people in London with a beautifully simple model that provides good food for good causes.

Responsibilities

1. Strategy

- Implement The Felix Project's 3-year strategy to time and budget, meeting specific financial and organisational objectives, targets and KPIs
- Establish a new Community Fundraising Strategy

2. Securing Community and Challenge Event Income

- Lead on and deliver a plan to secure new opportunities across community and challenge events
- Be proactive in seeking new fundraising opportunities across London from schools, universities, volunteer groups, supermarkets, small businesses, and individual supporters
- Work with challenge event providers to broaden our challenge events portfolio
- Work with our Volunteer Team to develop support from our volunteer community

3. Supporter Management

- Develop first class stewardship programmes across our community fundraising and challenge events portfolio. Ensuring that supporters receive motivating, timely and relevant updates about the work of The Felix Project
- Inspire, motivate and drive supporters to reach and exceed fundraising targets
- Ensure that supporter expectations are met and exceeded, whilst managing expectations
- Respond effectively and promptly to enquiries and requests received directly from new and existing supporters
- Attend select community events acting as a charity ambassador, or arrange appropriate volunteers, to give talks and accept cheques. Must be able to work occasional evenings and weekends in London

4. Administration

- To create and manage annual budgets and targets for both Events & Challenge Events
- Work collaboratively with other team members across the fundraising and marketing team
- Effectively create and maintain up-to-date records on our Fundraising CRM
- Create and maintain up-to-date fundraising records
- Provide regular analysis and income and expenditure reports
- Provide regular activity and pipeline update reports

5. General

- Keep up to date with all the major issues related to food surplus and food poverty
- Ensure Tax and VAT requirements, relating to events and auctions are adhered to
- Assisting with other fundraising initiatives as required
- Represent The Felix Project at external events
- Contribute to team meetings
- GDPR

Measures of Success

- Growth in community and challenge events income

- Increased number of new supporters
- Number of new fundraising streams
- Retention of and increased support from existing supporters
- Positive stakeholder feedback

Person Specification

The Felix Project recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from candidates from diverse backgrounds.

We particularly welcome applications from those of a black and minority ethnic (BAME) background, as BAME people are currently under-represented within The Felix Project.

You will have experience of identifying, approaching and securing new supporters. We are looking for a proactive fundraiser who is a strategic thinker, confident communicator and has excellent relationship management skills. With demonstrable experience for developing community fundraising programmes, achieving targets and growth, you will have enthusiasm and drive with a flair for motivating others. You will be committed to the work of The Felix Project and will have excellent organisational skills.

Essential Experience

- Proven experience of developing community fundraising programmes
- Firm grasp of fundraising principles and practice
- Proven ability to develop good working relationships with people of all levels
- Excellent communication and personal skills
- Strong writing skills and experience of writing persuasive proposals
- Confident in public speaking and delivering presentations to a wide variety of stakeholders
- Excellent track record of donor care
- Experience of working with a CRM database
- Well organised with a record of providing regular reports and analysis
- Budget management experience

Desirable Experience

- Passionate about food-waste / environment

Competencies and Behaviours

- Motivated and enthusiastic about our work
- Brilliant communicator and influencer
- Results focused with a problem-solving approach to challenges
- Recognise and value the contribution of volunteers
- Digital/IT savvy

- Competent in MS Excel/Word/Powerpoint
- Organised with a methodical approach

What you'll get in return

You will be working in an upbeat, innovative charity with strong vision, ambition and a fantastic culture and leadership team. This role is located at our Park Royal (W3 0RU) depot, but you will also be working in our other depot locations and occasionally remotely.

Salary; c£38,000 - £40,000 per annum (dependant on experience), 25 days annual leave plus bank holidays.

Contract Type: Permanent

Hours: 37.5 hours per week, occasionally the role will be required to work weekends.

Application procedure

Please send your CV with a covering letter demonstrating your suitability for the role to recruitment@thefelixproject.org

Recruitment timeline

Applications close: we will be interviewing as applications come in