



# Fundraising Development Manager APPLICATION PACK



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**Sussex Emmaus, Drove Road, Portslade, East Sussex, BN41 2PA**

Emmaus Brighton & Hove is a community of Sussex Emmaus,  
which is a company limited by guarantee No. 3130876 and a Registered Charity No: 1053354

[www.emmausbrighton.co.uk](http://www.emmausbrighton.co.uk)



Dear applicant,

Thank you so much for expressing an interest in the role of Fundraising Development Manager (22.5 hours a week). We are thrilled to be recruiting for this role. In our 25-year history, this will be the first time we've recruited for this type of role. Over the years we have been able to grow our fundraising income, and we have now reached a tipping point where our fundraising activities require ownership of a fundraising expert. I am delighted to be able to tell you that during the last 2 years despite the challenges of COVID-19, we've actually been able to grow our fundraising income. We want to be able to capitalise on this growth and begin to expand our community fundraising.

We are very fortunate to sit within an expansive estate, hosting a range of social enterprises that generate over £825,000 a year. In 2021 through fundraising we secured an additional £250,000. With your expertise, creativity and ideas we want to expand our fundraising activities, engaging more of the local community. As a skilled fundraiser, you will know how to engage local people, inspiring people to fundraise and support Sussex Emmaus. Sadly, homelessness is increasing in the UK, and regionally, so our services have never been more vital. This is an opportunity to work alongside the beneficiaries that Sussex Emmaus supports so if you're passionate about social justice, love the local Sussex community and want to see less people living on the streets, this role is for you. You will have the full support of the senior management team, communications team, as well as the Fundraising & Marketing Committee led by the Board. We will work with you to prioritise and develop an achievable work plan. We are poised to begin to innovate and grow our fundraising activities and income. We are open to innovative ideas and willing to try new activities.

Please find more information about the role below:

We are now looking to recruit a Fundraising Development Manager (22.5 hours a week).

Salary: £27,000 – £34,000 dependent upon experience (pro rata for 60% FTE).

Hours: 22.5 hours per week that are flexible by prior agreement with line manager. This can be spread over 3-5 days per week with remote hours to suit your needs.

Location: This is a hybrid working position. When working on site you will be based at Sussex Emmaus, Drove Road, Portslade, East Sussex, BN41 2PA. Occasional travel within the UK to other Emmaus communities may be required.

To apply please send the completed Job Application Form, showing how you meet the person specification and return this to Karen Chapman, Chief Executive, by email to [karen@emmausbrighton.co.uk](mailto:karen@emmausbrighton.co.uk) or by post to Emmaus Brighton & Hove, Drove Road. Portslade. East Sussex BN41 2PA.

**The closing date for the applications is 16<sup>th</sup> September 2022.**

**Interviews will take place week commencing 28<sup>th</sup> September 2022.**

If you would like to arrange an informal discussion about the role, please email [karen@emmausbrighton.co.uk](mailto:karen@emmausbrighton.co.uk)

Thank you for showing an interest in working for Sussex Emmaus.

Kind regards

Karen Chapman  
Chief Executive  
Emmaus Brighton & Hove

## About Emmaus

### **Our vision: A world in which everyone has a home and a sense of belonging**

Emmaus is a homelessness charity with a difference. We don't just give people a bed for the night; we offer a home, meaningful work, and a sense of belonging.

For many people who have experienced homelessness, losing their self-esteem can be the most damaging part of their experience. Being on your own, with no support around you can be soul destroying, leaving you feeling worthless.

Finding your way out of that situation isn't easy, particularly when the only options available are temporary fixes, offering a bed for the night but little to occupy your days.

Emmaus is different because it provides a home for as long as someone needs it, in an Emmaus Community. This gives people the opportunity to take stock of their lives, deal with any issues they might have, and often re-establish relationships with loved ones.

"Companion" is the name given to those who live in an Emmaus Community and work in the social enterprise, where they support themselves and one another. There are currently 750 Companions living at 29 Emmaus Communities across the UK.

Rather than relying on benefits, Emmaus uses social enterprise to generate revenue that pays for Companions' home, food, and upkeep, as well as providing a small weekly allowance. This is key to restoring feelings of self-worth, showing Companions that their actions make a real difference, both to their own life, and the lives of others.

## How it works

Unlike a lot of provision for homeless people, Emmaus Communities offer a home for as long as someone needs it. This includes a room of their own, food, clothing, and a small weekly allowance.

In return, we ask:

- That Companions work for 40 hours per week, or give as much time as they are able, in the Community's social enterprises.
- That they behave in a respectful way towards one another.
- That no alcohol or illegal drugs are used on the premises.
- That they sign off all benefits, except for housing benefit.



## Our impact

Emmaus doesn't only have a significant impact on the lives of people who have experienced homelessness and social exclusion, it also brings wider social and economic benefits.

Research carried out in 2012 found that for every £1 invested in an established Emmaus Community, £11 is generated in social, environmental and economic returns.



The benefits Emmaus communities made included:

- Keeping people out of hospital, and helping them to be safe and well, saved the Department of Health £1,478,506 for NHS and emergency service costs.
- Emmaus saved local government £2,447,612 which would have been spent on hostel accommodation, drug and alcohol services and landfill.
- Keeping people in work and out of prison saved the Ministry of Justice £778,435.

The report found that Emmaus Communities successfully provide a place for people in vulnerable housing situations to rebuild their lives by offering them meaningful work and support. Significant benefits were linked to substantial improvements in Companions' physical and mental health, including reductions in substance misuse.

## The Emmaus UK federation strategic plan

The Emmaus UK federation has recently developed its 2020-2025 Strategic Plan, providing clear direction for where the federation should be by 2025. The plan's focus is on improving service provision to Companions, becoming financially robust and better known in the UK, and increasing the number of Companion places to meet the ever-increasing demand.

By 2025 we will have:

- Provide a home for 1100 people
- We will be 75% self-funded through Companion-led social enterprises
- More than 95% of Companions will describe Emmaus as a positive experience
- We will support 100,000 people each year through acts of solidarity
- We will reduce our carbon footprint and we will be actively looking to improve our environmental impact.

## The Emmaus Brighton & Hove Community

Our vision is for a thriving, diverse and resilient Emmaus Community, making the most of our amazing asset that is our extensive site in the heart of Portslade Old Village and the passion and skills of the people that make it tick.

**A Community that is home.** A transformative place where Companionship for formerly homeless people is at the core of what we do – helping vulnerable individuals in crisis when they need it most, providing a home, work and the best life opportunities we can offer, for as long as they need.

**A Community that is a destination.** A much-talked-about place that attracts people from across the city and beyond to visit, browse, shop, eat and relax – with a reputation for the experience we offer our visitors, from customer service to great bargains, enjoyable events and a unique, positive environment within which Companions play a key role.

**A Community that is a hub.** A place within the local Community that welcomes all and shares a broad integrated offer with local residents, schools, businesses, charities and volunteers – bringing the local community together to help people help themselves, perhaps establish a home, go to work, celebrate a birthday, learn something new or simply find a sense of belonging and build new relationships over a cuppa.

**A place to stay, a place to feel safe, a place to get support, a place to visit, a place to grow, a place to connect, a place to contribute.**

## Fundraising Development Manager Job Description

Job title:	Fundraising Development Manager
Reports to:	Chief Executive
Location:	Emmaus Brighton & Hove Drove Road. Portslade. East Sussex BN41 2PA

### Overall Purpose of the Job

The role of the Fundraising Development Manager is to build on community fundraising income, awareness, and engagement of Sussex Emmaus' (SE) work, meeting organisational and funding targets. We are looking for someone with a good grounding of fundraising experience who is looking to take the next step in their career with more responsibility.

### Responsibilities:

#### 1. Development and delivery of diversified community fundraising activities:

Sustain and build regular cash/gift in kind/pro bono/volunteering giving to Sussex Emmaus through:

- Identifying and targeting key individual donor groups (local Trusts and Foundations/Individual Giving/Major Donors/Corporates) and design specific supporter journeys that encourage people to support Sussex Emmaus, build satisfaction and trust; generate further involvement, maximising their giving potential and life-time value.
- Support development and implementation of bi-annual fundraising campaigns
- Providing effective supporter stewardship and build relationships through on and offline communications, sharing stories about our work to increase donations/commitment to Sussex Emmaus.

Meeting fundraising targets by:

- Increasing the number of standing orders and one-off donations via digital fundraising activities in collaboration with the Business Manager and Regional Communications Manager.
- Identifying local Major Donors in our database who can be developed.
- Progressing the local Trust and Foundation pipeline submitting applications,
- Account managing existing local corporate partners and develop ongoing lower-level corporate giving.
- Reporting into and collaborate with the Fundraising and Marketing Committee



- Stimulating and supporting people to undertake fundraising challenges, and ultimately run third party fundraising activities; and develop donor networks, establishing links with others who have the potential to engage others.

## **2. Implement the fundraising and marketing strategies**

- Implement an annual appeals calendar, growing our outreach, and maintaining existing and building new support.
- With the Regional Communications Manager tailor communications for audience specific fundraising and build support for the cause through targeted profile raising.
- Collaborate with the Regional Communications Manager to develop and implement an email communications programme and print newsletter, injecting fundraising messaging key messages
- With support from the Regional Communications Manager and Business Manager generate photo, video and written content for on and offline fundraising activities
- Keep abreast of the homeless issues/housing and the media, particularly on issues which relate to Sussex Emmaus's activities, and linking with communications.
- Prepare all support materials for the development of fundraising. This will include developing themes of support and the 'ask', researching and sharing topics of interest to build relationships, through newsletters, social media advertising etc.
- Collaborate with the Business Manager to design and install a celebration donor wall on site.

## **3. General**

- Maintain and update the donor pipeline and work with colleagues to ensure accurate records are maintained and conforming to the data protection act.
- Keep abreast of the interests, trends, and practises in the funding environment, exploring new approaches and adapting the strategy as appropriate.
- Keep abreast of social media trends and conversations which present opportunities for engagement and fundraising
- Monitoring and tracking progress of fundraising strategies through agreed KPI's, providing analysis of the levels of success; including keeping up to date records, analysing and evaluating activities to inform plans.

- Contribute to the work of other Sussex Emmaus and EUK colleagues in fundraising and communications, and relationship building, including the timely provision of information.
- Represent Sussex Emmaus at meetings, events and other networks as appropriate.
- Contribute to the guardianship and development of Sussex Emmaus brand.
- Undertake any appropriate duties that may be requested by the CEO.

## **Person Specification**

### **Experience:**

As an experienced fundraiser you will have a proven track record in achieving targets, planning, implementing and evaluating campaigns, including:

- A proven track record of managing the growth of fundraising income streams.
- Proven experience of increasing fundraising engagement through website development and social media platforms.
- Proven experience of developing creative content for fundraising
- Leading on and carrying out donor prospect research and developing new donor relationships.
- Specific experience of building and upgrading donor relationships.

### **Knowledge:**

- Able to demonstrate understanding of the challenges of homelessness.
- Good understanding of charity and direct marketing legislation, General Data Protection Regulation and Chartered Institution of Fundraising Guidelines

### **Skills:**

- Excellent ability to creatively write a range of fundraising materials suitable for different audiences and present it in an engaging and appropriate form.
- Excellent personal skills with a proven ability to engage, inspire and support people to undertake fundraising activities.
- Target-focused with proven experience in delivering to income targets.
- Excellent research and analytical skills.
- Good time management skills, able to work under pressure and meet deadlines.
- Ability to build lasting and positive relationships with individual donors.
- Good listening and oral communication skills

Good IT skills, MS Office, Social Media Channels, Word Press,

### **Personal Attributes:**

Your strategic approach to fundraising will be dynamic, analytical and reflective. At the same time, you will be passionate about Sussex Emmaus work, understand motivations behind why individuals give and be able to communicate a compelling case for support.

Your infectious enthusiasm and passion for the causes you work on persuades key stakeholders to offer their support.

As a team-player, you are skilled at building and managing relationships with internal and external stakeholders. Open to new ideas, you take a proactive, innovative, and creative approach to your work.

You will also be able to:

- Work proactively on own initiative.
- Remain positive and quickly recover from setbacks.
- Work in a small dynamic team with limited access to resources.
- Be flexible and willing to support others at times when organisational priorities take precedence.
- Work in a sensitive and appropriate manner

### **Equal Opportunities**

We value diversity and seek to reflect this in our staff team. We welcome applications from people from all sections of the community, irrespective of race, colour, gender, age, disability, sexual orientation, religion, or belief.

### **Policies and Practice**

The successful candidate must have a commitment to Sussex Emmaus values and mission; comply with Sussex Emmaus policies and practice, including our code of conduct and safeguarding policies.

### **Eligibility**

Only people eligible to work in the UK can apply for this position.

## **Safeguarding and Right of Work in the UK**

The role will involve working with Companions and in the Community, therefore the successful applicant will need to have a Disclosure and Barring Service (DBS) check carried out. This is to check the criminal records and that the person is not barred from working with 'adults at risk'. Some Companions can be classed as adults at risk. An adult at risk is anyone that has one or more of the following:

- Does not understand certain decisions or transactions
- Are unaware of their rights or how to complain
- Have communication difficulties
- Have limited life experiences
- Are socially isolated
- Have low self esteem
- Are dependent on others for their basic needs

The additional details form is needed to check any previous convictions. After interviews, the successful candidate will need to provide evidence of right to work in the UK and complete a DBS check.

## **How We Store and Use Your Personal Information**

Your application and other information will be stored in a password protected folder throughout the interview process. It will be stored for six months, to enable equality monitoring and to enable us to contact you in the future should any other suitable posts become available. However, if at any time you wish us to delete your information, then please do not hesitate to contact us and it will be destroyed.

The application only will be passed onto other members of the panel. But before it is passed on, the personal information will be removed from your application. This includes:

- Name
- Address
- Age
- Marital Status

This is to protect your personal information, but also to enable us to shortlist 'blind', so that we are fair and equitable to encourage a diverse workforce.

Read our Privacy Statement for Employees and Potential Employees using the link below:

**<http://www.emmausbrighton.co.uk/who-we-are/our-strategic-plan/privacy-statements>**

# Emmaus Brighton & Hove

## Job Application Form



**Address – Sussex Emmaus, Drove Road, Portslade, East Sussex, BN41 2PA**

**Tel – 01273 426470 Email – [karen@emmausbrighton.co.uk](mailto:karen@emmausbrighton.co.uk)**

Registered charity no - 1053354

[www.emmausbrighton.co.uk](http://www.emmausbrighton.co.uk)

Please complete this form in black ink or type, and **return by email or post to Karen Chapman, Chief Executive, at the above address or via [karen@emmausbrighton.co.uk](mailto:karen@emmausbrighton.co.uk)**. Please complete this form accurately, giving as many details as possible of your skills and experience relating to the job. Short-listing will be based on the information gathered from this form, read in conjunction with the person specification for the role.

**Please state where you saw this post advertised:**

### Job Details

<b>Title:</b>	<b>First name</b>	<b>Surname:</b>
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<b>Address:</b>	<b>Email address:</b>
	<b>Home Tel:</b>
	<b>Work Tel:</b>
	<b>Mobile Tel:</b>

**Are there any restrictions regarding your employment? E.g., Do you require a work permit?**

**Yes\*/no**

\*If you answer yes, please provide details below

**How much notice are you required to give your current employer?**

## Reasons for Applying

Please outline your reasons for applying for the post. (Please continue onto a separate sheet if necessary)

## Education and Qualifications

Please list any qualifications you have gained or are about to gain (most recent first).

Date	Name of School / College / University / Training Body	Type of Qualification	Subject	Result



## Training

Please list any training you have received, or courses you have attended that you feel are relevant to the post (most recent first).

Date	Details of Training Course

## Past Employment Details

Please start with your most recent / current employment. Briefly describe the main duties and responsibilities.

Employer's Name & Address	Job Title	Brief Description of Duties	Date		Salary	Reasons for Leaving
			From	To		

## Relevant Skills and Experience

Please provide information that shows **how you meet the person specification** and how your skills and experience support your application for the position. The person specification and job description relevant for this section can be found in the application pack. (Please continue onto a separate sheet if necessary)

## Other Interests

Please give details of any vocational activities or voluntary commitments:

## Referees

Any offer of employment is dependent on receipt of 2 satisfactory references. Please provide details of two referees who can comment on your suitability for this post. We would normally wish to see one reference from your present or most recent employer. References will only be taken up for the successful candidate.

### Referee 1:

### Referee 2:

<b>Name:</b>	<b>Name:</b>
<b>Position:</b>	<b>Position:</b>
<b>In what capacity does this person know you:</b>	<b>In what capacity does this person know you:</b>
<b>Organisation:</b>	<b>Organisation:</b>
<b>Address:</b>	<b>Address:</b>
<b>Tel:</b>	<b>Tel:</b>
<b>Email:</b>	<b>Email:</b>

## Declaration and Signature

I confirm that the information contained in this application form is accurate and correct.

Signature \_\_\_\_\_ Date \_\_\_\_\_

By signing and returning this application form you consent to Emmaus using and keeping information about you relating to your application or future employment. This information will be used solely for recruitment purposes and will be retained on file for 6 months.

In addition to this, Emmaus may wish to hold your details on file for consideration for any future vacancies that may arise. Please indicate if you wish to be considered for other posts which may arise within the next 6 months:  
**Yes/no**

Thank you for completing this application form.  
Please forward this together with other associated forms to the address specified at the beginning of this form