

PSPA

CREATING A BETTER FUTURE FOR
PEOPLE LIVING WITH PSP & CBD



JOB APPLICATION PACK

CORPORATE & COMMUNITY FUNDRAISING MANAGER

PSPASSOCIATION.ORG.UK

PSPA is the only UK charity dedicated to creating a better future for everyone affected by PSP & CBD.

WHO WE ARE

- PSPA is the UK's leading centre of knowledge, experiences and support for people living with PSP or CBD and their families.
- Our people have experience and knowledge to help individuals understand the conditions and support available to them.

WHAT WE DO

We work to ensure the 10,000 people with PSP or CBD receive support and care that is co-ordinated, has continuity and is compassionate.

WHY WE EXIST

- Our work is important because people with PSP & CBD do not receive timely diagnoses or adequate support and care.
- For one in three people, it takes over one year to be referred to a neurologist by their GP
- 60% of people living with PSP or CBD initially receive a misdiagnosis.

OUR CALL TO ACTION

Together we can improve diagnosis for the 10,000 people living with PSP & CBD, saving time, resources and helping patients get the care they need faster.



Dear Candidate,

Don't be put off applying for this role by how hard it is to pronounce Progressive Supranuclear Palsy or Corticobasal Degeneration, I remember being terrified at my interview I might get it wrong. Now it is nearly three years since I was appointed CEO at PSPA and as each month passes my ambition for what I want PSPA to achieve grows. The challenges of everyday life, navigating the health and social care system, and the sheer isolation of having a rare neurological condition motivates us all in the team to do our best.

This year we have set out our new strategy and are looking for a new Head of Fundraising to help us grow our income to meet our ambitions.

Being the only charity in the UK to provide support, raise awareness and fund research for people living with PSP or CBD we are in the unique position of being the voice of those affected across the UK. We provide a great range of support services, a growing programme of research grants and want to expand our impact in raising awareness to improve diagnosis, so we can make progress towards finding treatments and a cure.

Our 2022 patient survey showed that 60% of people with PSP or CBD are initially misdiagnosed and the average time to a diagnosis is three years. For conditions where there are no treatments and no cure, it is our drive and ambition to forge partnerships that can change the landscape for people with PSP or CBD.

We know together we can improve diagnosis for the 10,000 people living with PSP & CBD. That's why we have hybrid working arrangements which allow flexibility of working at home, alongside some time with colleagues in the office at least once a week to collaborate and innovate for the benefit of everyone affected by PSP or CBD.

I hope you will consider coming to join us. If you have any questions, please get in touch, rebecca.packwood@pspassociation.org.uk

Best wishes,



Rebecca Packwood

PSPA CEO



CORPORATE & COMMUNITY FUNDRAISING MANAGER

Job Title	Corporate and Community Fundraising Manager
Team	Fundraising
Salary	£36,771 per annum Employer contribution to the workplace-defined pension scheme. Employee Assistance Programme with UK Healthcare.
Hours of Work	35 hours per week This will include working some unsociable hours including evenings and weekends. Hours are flexible.
Annual leave	28 days plus bank holidays
Location	Hybrid working with Milton Keynes as the head office, with a requirement to attend a minimum of one day a week.
Contract Type	Full-time – permanent Job share applications are welcome.
Reporting to	Head of Fundraising
Responsible for	N/A
Experience Required	A minimum of two years of demonstratable experience of success in raising funds for charity or in an account management role.

About the Role

To grow corporate and community-generated income in support of our fundraising strategy, aid expansion and build a solid base from which we can push our fundraising forward, we are recruiting a Corporate and Community Fundraising Manager to join our Fundraising team. You will be part of an ambitious and supportive team of 6; including a Senior Fundraising Manager - Trusts, Challenge Events Manager, Fundraising Co-ordinator, and Fundraising Assistant, led by the Head of Fundraising. This is a public-facing role, focused on raising funds and developing strategies to expand the income potential of both corporate and community supporters.

You will drive new donor engagement, strategically building a pipeline of new corporate and community opportunities and prospects, whilst maximising supporter retention and income by maintaining high levels of stewardship to our current portfolio of supporters. We would expect 70% of your time to be spent on building new opportunities and 30% on stewardship of existing donors. You would be expected to provide high-quality customer care to all new and existing supporters and fundraisers.

You will be an exemplary relationship builder and have experience in developing corporate partnerships (ideally with experience and success in employee engagement, corporate sponsorship, and operational partnerships) and community group relationships. The aim is to lay a foundation for a sustainable and deeper, relationship-focused income generation strategy.

This is a creative role requiring energy and ambition. You will develop a regional network of fundraising support, explore how to draw those who give in memory closer to us through fundraising activities, and look at ways of engaging corporate supporters more effectively. You will maximise income from all activities and ensure fundraisers feel guided and supported by PSPA in their fundraising endeavours. You will work closely with your Fundraising Team colleagues, in particular the Fundraising Co-Ordinator.

Whilst similar experience in the voluntary sector is highly desirable, if you think you have the skills, qualities and drive to fulfil this role, but don't meet all the specifications, we would still welcome hearing from you. We're always interested to hear from talented individuals who can help drive the success of the team.

Key duties and responsibilities

- Raise funds for the charity by leveraging support from third parties, both corporate and individual supporters, to a target figure and against specific and agreed objectives.
- Build new relationships with the small to medium local business community, local groups and societies, faith organisations and event participants where appropriate.
- Work with companies to promote initiatives e.g. sales promotions, matched giving, employee fundraising opportunities, recycling and payroll giving.
- Working with our regional groups to harness their support, developing a network of active PSPA ambassadors and fundraisers throughout the UK.
- Cultivate relationships with, and deliver talks to, community-based organisations, schools, funeral directors, and groups etc.

- Initiate and develop long term partnerships with local charitable groups e.g., Rotary, Lions, etc., with the aim of securing financial and ‘in kind’ support.
- Be the face of PSPA at local events, promoting the amazing work we do.
- Sensitively support families who wish to fundraise in memory of a loved one.
- Actively promote other income streams and campaigns across the charity, e.g., Regular Giving, Legacy & Challenge Events
- Monitor financial information and work towards monthly/annual fundraising and other targets to ensure they are met
- Report back on regular basis to the Head of Fundraising as to activity, progress and achievement against identified financial and other targets
- Monitor income and implement remedial/contingency plans as appropriate
- Identify new opportunities for community fundraising activity, assess their potential and make recommendations regarding financial viability
- Respond to fundraising queries
- Complete administrative tasks such as keeping donor records up to date on our database in line with GDPR
- Work in conjunction with PSPAs Communications Team to maximise marketing & PR opportunities
- Maintain relevant content on the Charity website.
- Engage with social media and support PSPA’s digital strategy
- Prepared to work occasional weekends and evenings (with reasonable notice)
- Maintain an up-to-date knowledge of fundraising regulation and legislation, ensuring this is applied to the work of the charity.

Corporate duties

1. Ensure you comply with Health and Safety and associated workplace legislation including GDPR, data protection and information security and management requirements.
2. Contribute fully to team and staff meetings.
3. Display a commitment to equal opportunities and inclusion.
4. Promote the vision and goals of PSPA within your team and other employees.
5. Work within the performance culture at PSPA to consistently achieve your targets and the objectives in your annual appraisal.
6. Undertake any other reasonable duties requested of you commensurate with your role and the aims of the charity.

Person Specification

	Essential	Desirable
A minimum of two years of demonstrable experience of success in raising funds for charity or in an account management role.	X	
A passion for working with a diverse range of people and organisations, including volunteers, corporations, community groups and individuals.	X	
A good understanding of the charity sector, overall trends and PSPA's place in the market	X	
A high level of written and verbal communication with experience in making presentations and pitches	X	
An enthusiastic and fun creative thinker able to generate new ideas and initiatives	X	
Experience in working effectively in collaboration with a wide range of stakeholders	X	
The ability to plan, coordinate and deliver events	X	
An understanding of financial information and the ability to generate reports	X	
Strong IT skills and experience with Microsoft 365 (Outlook, Word, Teams PowerPoint, and SharePoint) and customer relationship management software (CRM)	X	
Have an up-to-date knowledge of charity law and how it affects fundraising events and data protection	X	
Experience in researching fundraising opportunities		X
Knowledge of PSP & CBD or other neurodegenerative diseases		X

IN APRIL 2023, WE LAUNCHED A NEW STRATEGY FOR PSPA

This three-year strategy sets out our purpose, goals and priorities to help create a better future for everyone affected by PSP & CBD.

Since PSPA's 30th birthday will take place in 2024, we wanted to ensure we set a bold vision, honouring the vision Michael Koe set out in memory of his late wife Sarah.

In this strategy, our goals are:



SUPPORT & INFORMATION

Enabling people to live the best life possible



RESEARCH & AWARENESS RAISING

Improving quality of life



INVOLVEMENT

Putting people living with PSP & CBD at the heart of what we do

OUR COMMITMENTS

Our commitments apply to everything we say and everything we do.

- To be courageous in making sure the voices of people living with PSP & CBD are heard. Standing up for a better life for people and having a tenacious commitment to change, even in the face of setbacks.
- To be ambitious - to be the leaders in the field of PSP & CBD in the UK. To be willing to listen and learn and to strive for excellence and impact.
- To work collaboratively, to inspire people externally and internally, to bring their individual talents together to improve outcomes.
- To respect, value and recognise everyone's contribution. Empowering people and building a team which champions Equality, Diversity, and Inclusion.