

Fundraiser & Project Manager

Recruitment Pack



Fundraiser

This is an exciting opportunity to join the Severn Valley Railway Charitable Trust taking the reins to support and engage new and existing supporters, using all elements of the fundraising mix.

Do you have a passion for fundraising and experience of working with a range of Trusts and Foundations?

Do you have experience of managing and delivering projects and a passion for heritage?

We are seeking an experienced and dynamic fundraiser to join our efficient and friendly team and be part of delivering ambitious fundraising plans to future proof the Severn Valley Railway.

The successful candidate will be target-driven, and highly organised, have outstanding verbal and written communication skills, have an inquisitive and creative approach and be a proactive and enthusiastic completer finisher. You will be able to demonstrate previous success within the areas of fundraising and project management.

This is your chance to join an amazing local charity that is committed to safeguarding the Severn Valley Railway whilst further developing your skills.

In 2012 the Charitable Trust was established to help future proof this much loved major tourist attraction, and six years on we have raised circa £4 million to help safeguard this historic West Midlands asset. We are now embarking on our next chapter, to raise £10 million, would you like to come on board?

Severn Valley Railway Charitable Trust

Job Description

Position:	Fundraiser & Project Manager
Organisation:	Severn Valley Railway Charitable Trust
Location:	Number One, Comberton Place, Kidderminster, DY10 1QR
Job Type:	Part-time - 3 days (22.5 hours) per week - (6 months initial contract with potential for continuation subject to funding)
Salary:	£25,000 - £28,000 (FTE Equivalent) per annum pro-rata
Holidays:	31 per annum including Bank Holidays pro-rata

Main Duties

Fundraising

- Identify and cultivate relationships with grant making Trusts and Foundations, individuals and corporate organisations.
- Create high quality funding proposals and support the writing of tailored applications to Trusts and other funding bodies.
- Undertake regular prospect research to identify new potential donors/ funding opportunities.
- Develop projects so that they are funding ready.
- Implement appropriate monitoring and evaluation of outcomes and budgets.
- Meet ambitious fundraising targets.

Project Support

- Support the delivery of funded projects as required, particularly Heritage Lottery funded projects.
- Line management of the Falling Sands Viaduct Activity and Interpretation Manager who will be responsible for the delivery of the activity plan for this project.

- Work with the Trusts Communications and PR lead to support the fundraising communications plan, including the supply of copy, images and updates as requested.
- Recruit and support the work of volunteers for specific projects, particularly Heritage Lottery funded projects.

Administration

- Ensure consistent use of our CRM database of donors, funders and other stakeholders.
- Monitor fundraising income against the targets set, including forecasting and analysis, and produce regular progress reports.
- Submit timely and accurate reports to the Trusts Board and to funders as required, to meet all monitoring and evaluation requirements.
- Support the team to ensure gifts and donations are appropriately acknowledged and deal with correspondence and enquiries in a timely manner.

Other

- Ensure compliance with data protection legislation and regulations, as well as the Fundraising Code of Practice.
- Manage the work of fundraising volunteers.
- Represent the Trust at external meetings, conferences and events as required, using every opportunity to share our mission, values, strategic aims and impact.
- Follow the Trusts safeguarding policy and report any concerns in accordance with the safeguarding procedures.
- Actively participate in supervision and appraisal sessions, identifying your own learning and development needs and participating in learning activities relevant to the Trusts commitment to providing high quality services.
- Work at all times with due regard to the policies and procedures of the Trust, including financial regulations, and help review and amend them where required.
- Carry out other tasks as reasonably required by the Director of Development.

Person Specification

Essential

- Proven experience of raising substantial grants from Trusts and Foundations.
- Proven experience of working on Heritage Lottery Funded projects and the development of fundable projects.
- Excellent IT skills, and experience using a range of IT applications, including MS Word, Excel, Outlook and PowerPoint.
- Exceptional communication skills – articulate and persuasive across a range of audiences.
- Excellent writing skills, with experience of bid writing and report-writing.
- Research skills, with the ability to use and analyse data.
- Numerate and financially literate, with the ability to produce and understand budgets.
- Excellent relationship management skills, with experience of building trusted relationships with individuals as well as collaborative partnerships and networks.
- Exceptional organisational and time management skills, able to meet deadlines and work under pressure.
- Project management and planning skills.
- Ability to engage, motivate and inspire others, including volunteers.
- A cooperative and enthusiastic team player.

Desirable

- A relevant fundraising qualification.
- Understanding of the importance of compliance with data protection legislation and General Data Protection Regulations (GDPR) in the charity sector.
- Knowledge of the funding environment in the voluntary sector.

Other Requirements

- Willingness to undertake training, and a commitment to continuous personal development.
- Willingness to work flexibly and able to travel to different sites and venues.
- Post is subject to a DBS check.

We will offer

- Free parking.
- Subsidised meals.
- Flexible working hours.

Volunteering

The Severn Valley Railway is run by a team of 100 full-time equivalent paid staff and 1,700 volunteers, as part of our commitment and recognition to our volunteers, we request that all paid staff give five volunteer days to the Railway every year, this may involve supporting key events, to include Santa Specials and Gala's.

Severn Valley Railway Values

The success of Severn Valley Railway is entirely due to the dedication, skills and knowledge of the volunteers and paid employees. Our culture - "the way we do things here" - reflects the shared attitudes, beliefs and behaviours that we value in each other. These family values define how we will all work together to deliver our Vision and Mission through. Please see details further on.





Our SVR Family Values

Our Vision:

The Severn Valley Railway will be a heritage railway of national standing respected in its success in bringing the 'golden' age of steam travel to life, for the seamless historic integrity of its locomotives, rolling stock, buildings and structures and generating a real feeling of pleasure and enjoyment to those that visit and within its active supporters.

Our Mission:

To enthuse and inspire an affection and understanding in our visitors and staff for the Severn Valley Railway and the bygone era of steam locomotion and heritage diesels through the operation and interpretation of the Railway infrastructure, locomotives, historic carriages and wagons.

Our Family Values:

The success of Severn Valley Railway is entirely due to the dedication, skills and knowledge of the volunteers and paid employees. Our culture - "the way we do things here" - reflects the shared attitudes, beliefs and behaviours that we value in each other. These family values define how we will all work together to deliver our Vision and Mission through:

- **Passion and Enthusiasm**
- **Professionalism**
- **One Team Approach**
- **Respect**

We have set out in this document the **behaviours** we expect from everyone at Severn Valley Railway – Board members, paid employees and volunteers alike. There are also examples of what behaviours may be evident when one or more of our family values is not demonstrated.

Passion and Enthusiasm

With enthusiasm, you work to deliver a high quality service to meet personal, company and customer expectations. You are passionate about what you do, pursue a ‘can-do’ attitude in your work, ensuring it meets the needs of current and potential customers.

Expected behaviours	Desirable behaviours
	<i>These behaviours are required by those in managerial positions and desirable in those looking to develop their career</i>
<ul style="list-style-type: none"> • You are punctual and friendly, and demonstrate a positive, professional attitude. • You take pride in your own work and that of your team members. • You understand who your customers are and why they matter. • You are willing to go the extra mile for customers and act upon their feedback. • You promote and drive continuous improvement by asking ‘How could we do this better?’ • You work with customers to meet their expectations. 	<ul style="list-style-type: none"> • You lead by example; influencing and inspiring confidence in others. • You plan and anticipate changes in working practice and effectively manage the transition to introduce these new ways of working. • You logically identify trends and implement the best approach; outlining clear objectives. • You focus on longer-term outcomes rather than short-sighted initiatives. • You understand how your team learn and develop and use this knowledge to lead performance improvements. • You work to achieve customer focus, improvement and excellence.
When Passion and Enthusiasm is not demonstrated -	
<ul style="list-style-type: none"> • You show a lack of concern in the quality of your work. • You display a negative attitude towards colleagues and customers. • You actively hamper improvement and delivery of excellent customer service. • You concentrate on narrow objectives and not see the bigger picture. • You are unwilling to be exposed to change or uncertainty. • You do not deliver what is expected of you. • You focus on the problems and not the solutions. 	

Professionalism

You take ownership of your work and use your initiative to deliver. You are accountable for your own performance and development and you take responsibility for your actions and decisions.

Expected behaviours	Desirable behaviours
	<i>These behaviours are required by those in managerial positions and desirable in those looking to develop their career</i>
<ul style="list-style-type: none"> • You acknowledge when you make mistakes and take responsibility for addressing them. • You plan your own time and workload to meet your objectives. • You review your own performance, ask for feedback to learn and improve and take accountability for your development needs. • You seek to learn from your colleagues. • You use your initiative to solve problems and inform others when you are aware of potential issues. • You work safely to maintain the health of both yourself and others. 	<ul style="list-style-type: none"> • You balance competing priorities to meet standards and expectations. • You challenge poor performance/behaviours. • You develop individuals to have a strong sense of ownership and personal responsibility for the delivery of objectives and outcomes. • You empower and support your team to initiate improvements to services without fear of reprisal. • You provide your team with defined structures and clear direction. • You role model the expected behaviours, make informed decisions and take accountability for their impact.
When Professionalism is not demonstrated -	
<ul style="list-style-type: none"> • You behave in a way that might put others at risk. • You blame the system or others; demonstrating an unwillingness to do things differently. • You dismiss alternative ideas, discouraging others from suggesting new ways of doing things. • You do not take responsibility for your actions, admit you are wrong or recognise how your actions affect others. • You ignore problems, don't use your initiative and hide behind your job description. • You manage your time poorly and do not deliver what is expected of you. 	

One Team Approach

You work with others to reach a common goal; sharing information, supporting colleagues and customers, searching out expertise and solutions.

Expected behaviours	Desirable behaviours
	<i>These behaviours are required by those in managerial positions and desirable in those looking to develop their career</i>
<ul style="list-style-type: none"> • You celebrate team successes and create a positive team spirit. • You encourage working together for the benefit of customers. • You listen and work together with colleagues and customers, and take the time to build effective working relationships. • You look to work together, across and outside typical groups; initiating joint approaches to delivering services. • You share skills and knowledge, and encourage and support others in applying their ideas to work – helping others to help themselves. • You work well with people who have different ideas, perspectives and backgrounds. 	<ul style="list-style-type: none"> • You are happy to give up control, power or resource to benefit customers or achieve team goals. • You build networks, locally, regionally and nationally to help provide support and expertise by shaping and driving forward agenda and addressing concerns. • You facilitate involvement and consult with representative groups when formulating strategies. • You inspire a ‘one-team’ culture. • You spend time building relationships with partners. • You support others in working together; helping them to develop common focus.
When a One Team approach is not demonstrated	
<ul style="list-style-type: none"> • You choose not to work as a team by pursuing your own agenda. • You close down others by being judgemental, interrupting or talking-over them. • You do not accept colleagues or volunteers as internal customers. • You don’t ask others for opinions or ideas. • You have a tick-box approach to engagement and do not value the views received. • You play power games and disrupt collaborative working. • You show little sign of co-operating within your team or working in partnership. 	

Respect

You are aware of your impact on others and your use of resources. You value openness and listen carefully to understand the views of others. You promote the values of diversity and actively work to minimise any harm caused to our climate and surroundings.

Expected behaviours	Desirable behaviours
	<i>These behaviours are required by those in managerial positions and desirable in those looking to develop their career</i>
<ul style="list-style-type: none"> • You are respectful and considerate. • You listen carefully to others – showing that you respect and value their input. • You recognise the performance of others and says thank you. • You take the time to build effective relationships with customers, stakeholders, colleagues and partners. • You value our heritage and treat all property including heritage materials in a way that minimises damage and ensure others do so too. • You understand how your behaviours can be interpreted and consider the impact you have on others. 	<ul style="list-style-type: none"> • You are a role model for an inclusive leadership style; respecting colleagues, volunteers and customers, treating them according to their needs. • You continue to give time to colleagues who need help, even when the pressure is on. • You encourage team members to value individual contributions and trust colleagues to fulfil their responsibilities. • You instigate changes in behaviour to improve the use of resources. • You involve and gain consensus from those affected by decisions and actions. • You look to understand other people and their behaviours, and use this knowledge to adapt your approach for effective working relationships.
When Respect is not demonstrated -	
<ul style="list-style-type: none"> • You allow disrespectful or discriminatory behaviour to take place. • You are insensitive or unhelpful to customers and your manner causes upset to others. • You deliberately exclude others when you know they could benefit from being involved. • You don't say 'thank you'. • You knowingly use resources for personal gain. • You make little or no effort to understand things from your customer's point of view. • You treat property in a way that is likely to cause damage or allow others to do so 	

Where and how are the SVR family values supported?

There is evidence to support strong organisational values can lead to tangible improvement in performance.

Recruitment

- Applicants will be interviewed and selected following behavioural-based interviewing for cultural-fit as well as job-fit.

Induction

- Helping new colleagues understand and live the values. Employees who have a well thought-out induction are more likely to stay with the organisation, they integrate well into the team, and morale is better along with better productivity and working to their highest potential.

Team Meetings and 1-2-1 meetings

- Successful groups, teams and organisations have key things in common: They recognise they are a “team”, they have shared goals/objectives, agree a shared way of doing things and get together regularly to work out how to do things better.

Performance management

- Colleagues are managed, supervised and appraised for their *work performance*, in terms of task delivery, and their *behaviours* ie the approach taken to work.

Learning and development

- Personal development planning takes place as part of the performance management processes. Training and development will be available to support employees.

Policies and procedures

- The behaviours are supported by SVR policies, procedures and processes designed to support our employees, volunteers and customers.

Customer feedback/competitions

- Encouraging customers to let us know when they see our values demonstrated by SVR employees. Publicise on social media, website and posters examples of where employees, volunteers or customers demonstrate our values

Well-being initiatives

- We recognise that an individual’s well-being can be affected by negative behaviour and we will ensure appropriate support is available and easy to access if and when necessary.

January 2019