

Everything you need to know about being our Fundraising Appeal Project Manager

You'll be at the heart of an exciting fundraising appeal which launched in early 2024, aiming to raise millions for Parkinson's nursing and care across the UK. You will communicate with and coordinate colleagues across multiple teams in the charity in the shared purpose of inspiring support from existing and new donors, giving focus and organisation to a range of fundraising activities.

You'll bring skills gained in project management and fundraising, working initially on high-value cultivation and stewardship opportunities, while developing and implementing mass engagement for the later appeal. You'll track the performance of the appeal, helping colleagues and supporters understand its impact for the charity and people with Parkinson's, and acting on and embedding learning as the appeal goes on.

What you'll do

- Operationally plan and project manage the charity's multi-year fundraising appeal, leading on preparatory work and building systems and processes to ensure its success.
- Prepare project and campaign materials to support fundraising colleagues and volunteers with promotion and marketing, specific proposals, pitches and events.
- Work collaboratively with colleagues across the Fundraising Directorate to identify existing and new supporters to share appeal plans and materials with
- Set specific targets for the appeal and track financial performance from pipeline through to banked income.
- Work with the Head of Proposition Development to devise wider KPIs to measure the appeal's success, identify opportunities and manage risks.
- Build knowledge of and commitment to the appeal with key teams and with the senior leadership team and trustees. Provide feedback to colleagues, communicating project learning and celebrating successes.
- Actively participate in strategy, planning and project-specific discussions working colleagues across fundraising.
- Maintain excellent records of project information on the shared drives and fundraising database.

What you'll bring

- Experience of planning and project managing fundraising appeals and campaigns (or similar complex projects), leading to achievement of goals and targets. (A,T)
- Highly organised and able to manage a range of activities across different teams, encouraging and motivating colleagues to support the project goals and creating compelling project updates and reports. (A,I)
- Excellent interpersonal skills and confident working with key stakeholders at many levels within the charity. (I)
- Knowledge of key fundraising disciplines, including having worked with high value audiences or experience of digital marketing and engagement. (A,I)
- Being creative, supporter centric and committed to enabling engaging and inspiring supporter experiences. (I)
- Ability to use standard project management tools effectively, with reference to Parkinson's UK project management standards. (I)
- Knowledge of medical research and health / disability services fundraising and associated brand and marketing activities. (I)
- Strong digital skills including excellent record keeping, data protection practice and GDPR compliance. (I)

(A) assessed at the Application stage

(I) assessed at the Interview stage

(T) assessed by a test/presentation

A bit more about the role

You'll report to the **Head of Proposition Development**

Your contract will be **fixed term contract for 18 months**

You'll work **28-35 hours a week (part time and compressed hours considered)**

You'll work a **combination of the UK office, London (Victoria) and your home**

You'll be paid **£44,000 per year (full-time equivalent)**

Your main relationships will be with:

- **Fundraising and Experience leadership team**
- **Senior Leadership Team**
- **Head of Major Gifts & Major Gifts Team**
- **Head of Commercial Partnerships & Commercial Partnerships Team**
- **Research Directorate**
- **Community & Participation Directorate**
- **External Relations Directorate**
- **Finance and Planning Directorate**

Be part of the **Fundraising & Experience** directorate

How do we get Parkinson's understood? Through the work of our Fundraising & Experience team. Our bold and creative communications challenge stereotypes, keep Parkinson's in the public conversation and inspire people to take action.

We're a movement powered by people. We grow, engage and inspire communities and supporters to rally behind our charity goals. We work to transform Parkinson's, together. We raise funds to enable our ambitious work.

The Fundraising & Experience team develops and delivers effective engagement activities - to support all areas of our strategy, maximise income and raise the profile of Parkinson's and the charity.

What we offer

Our benefits, and what we offer can be found on our website:

<https://www.parkinsons.org.uk/about-us/benefits-working-us>

What we do and how we do it

Our vision • our ultimate aim

Together we will find the cure, and improve life for everybody affected by Parkinson's.

Our social mission • what we deliver

We're a people-powered movement. On the verge of major breakthroughs in Parkinson's. By uniting we will find a cure. Together, we will help people get the best care and will ensure everyone sees the real impact of Parkinson's.

Our values • the way we work

- **People-first:** We're a strong movement for change, informed, shaped and powered by people affected by Parkinson's. We value and support each other.
- **Uniting:** We're scientists and supporters, fundraisers and families, carers and clinicians. We're working, side by side, to improve the lives of everyone affected by Parkinson's.
- **Pioneering:** We innovate across everything we do. Creative, courageous and with pioneering spirit, we strive to continually improve.
- **Driven:** We live and breathe our purpose. We set clear goals and strive to deliver the greatest impact for people affected by Parkinson's.