



Fundraising Manager

Job Title: Fundraising and Marketing Manager
Reporting to: General Manager
Organisation: SNAP Specialist Play
Salary: c£28,000 pa FTE (actual £17,500 per annum pro-rata)
Base: Homeworking with occasional travel to Pembrokeshire
Benefits: Pension scheme, Flexible working hours

Company Description:

SNAP is a small, innovative charitable organisation supporting children identified as having additional or complex needs. Collaborating with health, social care, and education settings in Pembrokeshire, we provide practical, life-changing, and creative support to help children reach their developmental milestones in the early years of their lives, through the incredible power of play. Our innovative work has received nationwide recognition through the Welsh NHS Executive.

We work exclusively in Pembrokeshire and offer:

- 1:1 play assessment alongside family support – working closely with health, education and social care professionals, and providing signposting and advocacy
- ‘Sign and Rhyme’ – an online fun, playful session to support communication needs between families and their child/children
- ‘Stay and Play’ – socialisation and play for children alongside peer and professional support for families

A diagnosis impacting on a child’s development can be a devastating, fearful and isolating time, but we know that with the right support, this can be a time of growth and hope for many families.

Job Summary:

SNAP Specialist Play is seeking a dedicated Fundraising Manager to develop, implement, and manage comprehensive fundraising strategies targeting community, corporate, trusts, foundations, and grant makers. You will be responsible for cultivating relationships with donors, managing fundraising campaigns, and ensuring the financial sustainability of our organisation.

Responsibilities:

- Develop and execute comprehensive fundraising and marketing plans to support SNAP's mission and goals.
- Identify and cultivate relationships with potential donors, sponsors, and partners.
- Manage fundraising events and campaigns to maximise donations and community engagement.
- Create systems to manage donor interactions, manage donations, and analyse fundraising data using Microsoft Office.
- Promote fundraising initiatives through public relations and marketing strategies.
- Conduct market research to identify new fundraising opportunities and trends.



- Provide excellent customer service to donors and stakeholders, ensuring their continued support and engagement.
- Monitor and report on fundraising progress, financial goals, and budget allocations to present to the Management and Trustee Board.

General Terms and Conditions:

Equality, Diversity and Inclusion (EDI):

All employees must comply with SNAP Specialist Play EDI Policy and must not discriminate on the grounds of race, colour, nationality, ethnic or national grounds, sex, marital status, disability, or any other grounds which cannot be shown to be justifiable.

Health and Safety:

All employees are subject to the requirements of the Health & Safety at Work Act. The post holder is required to ensure that his/her work methods do not endanger themselves or others.

Data Protection/Confidentiality:

All employees are subject to the requirements of the Data Protection Act 2018 and must maintain strict confidentiality in respect of client and staff records and information.

Variation:

This job profile is not intended to be a complete list of duties and responsibilities but as a guide for information and may be reviewed in the light of evolving needs and as part of an individual's personal development plan. Any changes will be made following discussion with the post holder.

Person Specification:

Qualifications:

- Educated to a further education level (e.g., A-levels, BTECs, or equivalent qualifications).

Knowledge and Experience:

- Proven track record in fundraising and/or a related field is essential.
- Strong relationship management skills with the ability to engage diverse stakeholders effectively.
- Proficiency in social media marketing strategy and management.

Skills and Abilities:

- Excellent communication skills
- Proficiency in Microsoft Office and capability to create systems for managing beneficiaries, potential volunteers, and donors.

Personal Qualities:

- Passion for supporting children with additional needs and commitment to SNAP's mission.
- Ability to inspire others in joining our mission.
- Excellent communicator with good time management skills.
- Adaptable and flexible attitude towards work



Other Requirements:

- Full UK Driving License and the means to travel.
- Flexibility to work evenings and weekends on rare occasions.

Join SNAP Specialist Play as a Fundraising to make a meaningful impact on the lives of children with additional needs. If you require more information on this rewarding opportunity, please contact our General Manager, Cindy Jenkins – snap.pembrokeshire@live.com