



Development Coordinator (north-west England)

Salary	£28,000 - £35,000 (dependent on experience)
Permanent role	37.5 hours per week
Reporting to	Head of Development
Location	Central Manchester or central Liverpool
Application deadline	Midnight, Sunday July 3

The Cares Family is an anti-racist, anti-discriminatory organisation. We particularly welcome applications from Black, Asian and Minority Ethnic people, people with disabilities and people from lower income and diverse educational backgrounds who may be under-represented in our organisation.

ABOUT THE CARES FAMILY

The Cares Family's mission is to **help people find connection in a disconnected age**. Our objectives are to **reduce loneliness and isolation; improve people's connection**, belonging, purpose and power in a changing world; and **bring people together** to reduce social, generational, digital, cultural and attitudinal divides.

Over the last decade our model has grown from a tiny idea in a single place into a national leader. Combined, North London Cares (founded in 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019), have connected some **25,000 older and younger neighbours** to share nearly **1 million interactions** and **250,000 hours**.

Those relationships have had a dramatic impact. 98% of young people involved say they have a **stronger connection to the community** and **98% say they are able to contribute** in new ways. 73% of older people involved say their **isolation is reduced**; 86% are better **able to appreciate the changing world**; and 77% say their **relations with young people have improved**. Neighbours report feeling a deeper sense of belonging, and **'part of something bigger'** than their own lives.

But as the **pandemic** has shown, loneliness is not just a **personal crisis**; it's also a broader **public health crisis** and a national **political crisis**. It affects millions of people – from people working from home or cooped up in university halls, to new parents; middle aged men to digitally savvy teenagers; LGBTQIA+ people to new migrants. In fact, those who are **already marginalised in society experience its consequences the most**. This matters deeply, because loneliness causes depression, anxiety, strokes and heart attacks. In a world in which people are increasingly withdrawing from one another and spending less time with people who are not 'like them' it is also contributing to wider **inequity, stereotyping, polarisation and othering**.

The Cares Family has been improving **individual** lives and community togetherness for ten years, and more recently we've been growing our work to **challenge systemic and cultural norms** – through new projects, storytelling and campaigns that are rapidly increasing the profile of our work to help make more lasting change. In 2018, the then Prime Minister launched the government's first ever loneliness strategy at a Cares

Family social club. The same year, our CEO was appointed one of **20 inaugural Obama Fellows**, bringing global attention to the issues of loneliness and disconnection and the work we are doing at The Cares Family to reduce them. We have received coverage in The Economist, The Times, The Guardian, The Telegraph and on BBC1's News at Ten and Channel 4 News.

With the arrival of the pandemic, **loneliness and disconnection are better understood than ever and empathy for people experiencing them has increased**. The Cares Family therefore has an opportunity to make an even bigger difference in the years ahead. Our current three-year strategy to achieve that is threefold:

- To **consolidate our operations** to ensure we make the biggest impact possible.
- To **go deeper with our existing local intergenerational communities** to make the biggest difference we can in people's lives.
- To **spur a national ripple effect across the UK** by sharing what we have learnt to help others to develop organisations connecting their own communities in their own ways, and to help influence broader systemic, cultural and public behaviour change.

ABOUT THIS ROLE

As **Development Coordinator**, you will work closely with the Development Team of 11 fundraisers across the charities, with a unique focus on raising income for Manchester Cares and Liverpool Cares, building networks and partnerships across the North West region.

In this role, you will be tasked with identifying new opportunities and engaging with new and existing funders by composing **timely and high quality written proposals and impact reports, and being proactive in pitching for new business**. You will enjoy **building relationships with funders** and developing clear and **engaging written copy** to generate income and demonstrate the impact of grants.

Your excellent **stewardship and relationship management face to face, on the phone and in writing** will enable you to maximise opportunities, uplift gifts and secure new income for Manchester Cares, Liverpool Cares and the wider Cares Family, as business needs allow.

You will generate a minimum of **£100,000 from a range of donors, largely from Trusts and Foundations, as well as Corporate Partners and key supporters**.

This is an exciting time to join our friendly, high performing and ambitious fundraising team. This role is integral to secure new partnerships and raise vital new income across the North West region and beyond to **drive income generation for Manchester Cares and Liverpool Cares**.

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With so much of this role depending on excellent account management, we need a real **people-person**, someone who considers themselves to be an excellent communicator, who can build relationships and craft compelling written narratives, often at pace. You will be creative and proactive in securing new business.

YOUR KEY COMPETENCIES

We are looking for someone who is ambitious about raising income, and enjoys working as part of a warm, collaborative and busy team. The list below is not exhaustive of all the functions of the Development Coordinator, but it describes much of the role:

Responsibilities:

- **Representing Manchester Cares, Liverpool Cares and The Cares Family** externally, using your energy and skills to support the overall development and growth of our networks to help us achieve our strategic objectives, and deliver our ambitious fundraising strategy.
- **Securing and growing income** from a range of key donors and supporters across the North West region, including securing a minimum personal income target of over £100,000 per year.
- **Working with autonomy to manage a personal pipeline** of existing and prospective Trusts and Foundations, Corporate Partners and supporters to manage multiple relationships and competing demands.
- **Generating new business across the North West** by identifying, researching and developing relationships with suitable prospects, and cultivating a community and pipeline of engaged and passionate supporters.
- **Developing creative proposals, impact reports and stewardship materials** tailored to the specific interests of each donor, securing new income, renewals and uplifts.
- **Ensuring fundraising systems and processes within your donor portfolio are fit** for purpose and well maintained, from Salesforce to donor platforms, and compliant with charity, fundraising and data regulations.
- **Working collaboratively** with the Development and Delivery teams to support our vision, and presenting passionately about our core delivery activities and the rest of our work to key donors, at volunteer inductions, and other events.
- **Attending key events and seminars** to showcase our work to potential partners and donors and being an ambassador for Manchester Cares, Liverpool Cares and The Cares Family at events, supporting our vision, building our profile and enhancing our reputation.
- **Fostering a culture of learning, and best practice** across the Development team.
- **Supporting Manchester Cares, Liverpool Cares and the wider Cares Family with strategic priorities** to secure new income, such as supporting Community Fundraising initiatives, and more.
- Any **other duties** as reasonably required by The Cares Family to support our mission.

Essential Skills, knowledge and experience:

- Track record of income generation in a fundraising or commercial role.
- Experience creating compelling cases of support through written and verbal bids to key donors (ideally Trusts and Foundations and Corporate Partners) or in a private sector setting.
- A real people-person and powerful communicator: someone with excellent cultivation, negotiation and of course written and storytelling skills, but also the tenacity and hunger to create new opportunities to secure new business and income.
- Experience working independently or with minimal supervision to manage a number of partnerships, including prospecting and stewarding, accurate reporting and renewals, whilst also seeking new funding opportunities.
- A numbers-person: someone skilled at considering budgets, and at ease working with systems and bespoke CRM databases (preferably Salesforce).
- Good working knowledge of MS Office software – Word/Excel/PowerPoint.

Personal attributes:

- You are ambitious in nature and work with great autonomy and independence to manage your donor portfolio.
- You are mission driven and empathetic, with a powerful connection to our mission.
- You embrace The Cares Family's values (and champion behaviours that demonstrate these in your day to day work).
- You are collaborative, seeking to work with others to achieve a shared vision and to build relationships by sharing information and expertise.

BENEFITS OF WORKING FOR THE CARES FAMILY

- Hybrid working – office and home working.
- Employee Assistance Programme (EAP) provided for all staff.
- Flexible working hours policy.
- 26 days' holiday, plus all public holidays per year.
- 3% pension contribution by The Cares Family.

HOW TO APPLY

Application is by C.V and a cover letter of no more than 750 words clearly demonstrating how your experience makes you the right person for the role. We don't mind if this is voluntary or paid experience. Please submit your application via our [online portal](#) by Sunday July 3rd at 11:59pm.

If you're interested in this role, but you'd like to find out more before submitting an application please get in touch with catrin.thomas@thecaresfamily.org.uk. If there is any aspect of the application process that is not appropriate to your requirements, please contact Cat and we will try to accommodate your needs.

All appointments at The Cares Family are subject to references, DBS checks, and proof of right to work in the UK.