



Recruitment Pack

Join our dynamic team
Make a lasting impact
Change lives



**Together
Dementia
Support**

Living positively together
with Dementia

Registered Charity #1180628

Role Description

Income Generation Manager



Background information

Together Dementia Support (TDS) is now 10 years old, and thanks to the National Lottery Reaching Communities Fund, and multiple trusts and foundations, we have developed from a small group of volunteers to a professional charity with 13 staff 96 volunteers and a turnover of £494,000.



In 2023 we worked with 1,000 people and in 2024 we are likely to work with a similar number of people living with dementia (PLWD) and unpaid family carers. We have pioneered specialist community dementia support services and developed an enormous amount of experience of how to make meaningful moments, and sustainable caring accessible to our diverse Manchester communities. Take a look at our website to see how busy we are.

Although there are many advances in medical research there is no cure for dementia. The many variants of the disease – from Alzheimer’s to Vascular, Lewy Body, Frontotemporal, and mixed dementia - continue to impact on thousands of families per annum. In the next few years there will be at least 3,000 people with a diagnosis in Manchester alone. Unpaid carers continue to struggle with the lack of support available.

TDS has reached a critical time in its development. We have just secured our third Reaching Communities award from the National Lottery, which enables the organisation to feel more confident about our future prospects. Diversifying our income streams, securing corporate partnerships, and growing legacy giving are priorities for the Income Generation Manager.

Despite the challenging funding climate, TDS wishes to grow so that it can support people impacted by dementia for as long as they need us. We hope you will be inspired to join us, and play a key role in our dedicated team, and in future.

Kind Regards,
Sally Ferris, CEO



Together Dementia Support

Living better
together with
Dementia

Our Mission Statement: To deliver a holistic and high-quality range of services that support and promote living well with dementia in our local communities

Aims

To amplify the voice of people living with dementia and carers, and showcase their talents, enabling them to participate in research and influence the provision of dementia services and care in Manchester and beyond.

To work with our partners, using our collective expertise to improve services and support for people living with dementia and their carers.

To improve the quality of life for people living with dementia and their carers in Manchester and Trafford, through the provision of high quality activities and advice, opportunities for friendship and peer support.

To increase awareness and understanding of dementia and reduce stigma, through information provision, training and developing a community of volunteers.

Values

We collaborate to increase our impact

Our services are high quality, creative and innovative

We are inclusive and accessible

We listen, learn and co-create services with people living with Dementia and their carers

We are committed to the people with whom we work

Role Description

Income Generation Manager



Job Title:	Income Generation Manager
Reporting to:	CEO
Responsible for:	Finance Officer, Fundraising Officer and Fundraising Volunteers
Contract:	Permanent
Probation Period:	6 months
Hours:	35 hrs (possibly compressed)
Location:	The Kath Locke Centre, 123 Moss Lane East, Moss Side, M15 5DD. Some working from home may be required
Salary:	£31,734- £33,734 depending on experience/performance
Overall Purpose:	To secure the financial sustainability of the organisation by developing and implementing a comprehensive fundraising strategy

Role Description

To feed into and lead all aspects of the charity's income generation strategy plan and associated delivery working with the CEO and wider leadership team. The role holder will increase annual income year on year by developing an income strategy and plan that seeks to improve current income channels and create routes to future partnerships and donors as well as continuing to build our brand recognition.

Specifically, to develop innovative strategies and supporting plans that will help increase income from the following streams:

1. Patronage and donations from high profile and philanthropic individuals/groups allied to our aims
2. Online marketing and fundraising campaigns (FB, Instagram, X, web and text)
3. Corporates through selection of Together Dementia Support as their chosen charity, through employee give as you earn and voluntary involvement in our events, services (marketing and media engagement) and fundraising;
4. Legacy and will-based fundraising with our partners
5. Fundraising events that provide a positive experience and income contribution

The role holder requires commercial focus and should be able to demonstrate how they will design, develop and implement appropriate income generation approaches aligned with jointly agreed fundraising goals.

The role will involve increasing awareness, interest and commitment to our charity by leveraging our existing communication strategy and delivery plans.

Role Description

Income Generation Manager



The role holder will be a confident natural leader able to clearly set out and communicate a compelling future income generation direction for TDS.

Additionally, the role holder will be a critical thinker who utilises real time data and past and future trends to make informed decisions, analyse past and current results in order to identify emerging opportunities, and embraces a continuous learning mindset that values both successes and failures.

Role tasks

- Update and oversee TDS' fundraising strategy, plans and related targets by consulting with and securing the support of our Fundraising group.
 - Drive a refreshed telemarketing campaign to identify, acquire and engage corporate partners.
 - Work closely with the CEO to explore new fundraising initiatives and then evaluate and monitor progress vs goals.
 - Support the CEO in identifying, developing and writing bids and grant applications.
 - Identify, develop and maintain relationships with community and corporate partners that support fundraising, pay as you earn, gifts-in-kind and volunteer engagement.
 - Oversee fundraising events and activities undertaken by community and corporate partners, groups and individuals.
 - Inspire the TDS fundraising staff and volunteer team, fostering a culture of ownership and accountability for income generation.
- Line manage a Fundraising & Comms Officer who will deliver against actions in the fundraising plan.
- Review, refresh and guide TDS' external communication strategy.
- Working closely with the CEO to represent Together Dementia Support across agreed public events and platforms.
- Develop and maintain supportive relationships with the Board of Trustees and lead interactions with the Fundraising and Communications groups.
- Create a positive TDS supporter experience that encourages sustained engagement through good stewardship.
- Work in a manner that always facilitates inclusion and empowerment, particularly of people with dementia and their carers.
- Provide reports for the CEO and the Board of Trustees.
- Any other role-related tasks as required by the CEO.

Please see the Person Specification below for a full breakdown of qualifications, skills and experience necessary to be successful in this role.

Role Description

Income Generation Manager



Together
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Support

Person Specification

Experience:	Desirable or Essential	Application or interview
Experience of income generation and/or securing profitable leads.	E	A/I
Experience organising income driving events and engagement activities.	E	A/I
Experience of working with fundraising volunteers and teams.	D	I
Demonstrable track record of successful community engagement, income development and generation or similar roles.	D	A
Qualifications and Skills:		
Social media skills.	E	A
Computer literate with excellent MS Office skills including MS Word, Excel and Outlook. Familiar with online charity fundraising and contact management tools e.g. Beacon CRM	E	A/I
Proven people leadership and line management skills.	E	A/I
Excellent communication, negotiation and relationship-building abilities.	E	I
Strategic thinker with experience of translating future aims into actionable plans and outcomes.	E	A/I
Knowledge of relevant regulations and best practices in the charity sector or similar regulated industries.	D	A/I
Creative, with the ability to generate fundraising opportunities and communications concepts and ideas.	E	A/I
Confidence in using a Custom Relationship Management system (Beacon) to collect and report on fundraising data	E	A/I
Personal Qualities:		
Experience in identifying, generating, supporting and growing relationships with corporate partners and philanthropic individuals and/or community groups.	D	A/I
Empathetic to the aims and values of Together Dementia Support	E	A
An ability to work independently and manage own time, prioritise workload, and to set and meet agreed goals and deadlines.	E	I
An innovative approach to engaging partners and stakeholders with a willingness to test and develop new initiatives.	E	I

Role Description

Income Generation Manager



Flexible to work occasional unsocial hours including weekends and evenings (by prior agreement only).	D	A
Willingness to undertake training	E	A

Role Description

Income Generation Manager



Benefits when working with TDS

Here at Together Dementia Support we are able to provide a competitive salary, plus extra benefits when joining us.

- Annual leave allowance increases after three years of service.
- Support from by our Employee Assistance Programme. The programme also includes access to free counselling other well-being assistance tools.
- A Staff Discount Scheme, covering popular brands such as Pandora, Look Fantastic, JD Williams, Argos, Boots and more. You can also save on your holidays with Hoseasons, Cottages UK, TUI and others.
- Ongoing professional development opportunities.
- Regular wellbeing and team outings and activities.
- Flexible hybrid working arrangements, depending on job role.
- Free onsite parking at our main office.
- 3% employer pension contribution.



“Working with Together Dementia Support is so fulfilling. You get so much out of it, meet some amazing people, and you see week in week out the difference you are making to people's lives.”

~ Beth Langworthy, Dementia Support Co-Ordinator

Some things you might need to know...

There are some basic things you may find useful to be aware of when applying to work with us.

Annual Leave and Bank Holidays

Full time employees are entitled to 25 days per year, or 175 hours. Part time employees have their leave allowance calculated pro rata based on this.

Role Description

Income Generation Manager



We do not work Bank Holidays, and Bank Holidays are not deducted from your Annual Leave Allowance. This means you get on average, a further eight days off.

If you are part time, the eight days of Bank Holiday leave will be calculated pro rata for you so that you also benefit from the extra time off.

Hybrid Working

Where hybrid working is possible, we can offer this as a working arrangement. This is not possible for every role, but the job description will make this clear.

If you are hybrid working, we will provide you with the equipment you need to enable this.

Expenses

If you are required by your role to travel during the course of your duties, we will reimburse you for mileage in line with HMRC policies. Currently, this is 45p per mile. If you use a taxi, we will reimburse 45p per mile and you must cover the rest (as a driver must cover the rest of their petrol and maintenance costs). We will pay the full expense of a bus ticket.

Commuting is the responsibility and expense of each individual employee, and we cannot pay expenses for commuting costs.

Equal Opportunities

We strive to ensure that our roles are accessible to everyone possible and are happy to make reasonable accommodations for any disabilities, health conditions or neurodiversity.

We want everyone, no matter their background or abilities, to feel comfortable, happy and included in our services. Our current staff come from a range of backgrounds and experiences, and we work hard to ensure that our staff and volunteer cohorts reflect the rich, diverse and vibrant communities of Manchester and Trafford we work with.

DBS Checks

Most of our roles require a DBS check to be completed before you can begin working with our members and carers. If you are required to undergo a DBS check, we will pay for and facilitate this for you.

If you are interested in working with Together Dementia Support and believe you have the relevant experience, skills, abilities and qualities for this role, please send us your CV and covering letter of 1-2 sides, explaining how you meet our criteria.

Please email your CV and Cover Letter to admin@togetherdementiasupport.org or call 0161 226 7186 if you require any further information about the role.

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Income Generation Manager



Interviews

Interviews will be held the w/b 9/12/24. Interviews will be held at:

Kath Locke Centre
123 Moss Lane East
Manchester
M15 5DD

Thank you

Thank you for your interest in joining our team here at Together Dementia Support. We hope to hear from you soon!