

## Job Description

Title:	Fundraising Coordinator
Accountable to:	Director of Development and Communication
Responsible for:	Support for Fundraising and Development activities at Head Office
Location:	LIFE Head Office
Contract:	Permanent, part-time
Hours:	28 hrs per week

### **Main Purposes of the Job:**

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1. To assist the Director of Development and Communications in the generation of voluntary income for LIFE.
  2. To be responsible for the day to day support and administration for generating such voluntary income at LIFE Head Office.
  3. To assist the Director of Development and Communications in the implementation of new fundraising initiatives, trust applications and major donor development work.
  4. To liaise with the communications team in fundraising communication activities for the charity.
  5. To contribute and work alongside volunteers and staff working with or in the Development and Communications team.
  6. Liaising with the Supporter Administration Officer, to produce reports and to ensure that donor records on the donor relationship management system (Raiser's Edge) are up to date.
  7. To take responsibility for supporter liaison activities and the ongoing growth/development of the charity's supporter database.
  8. To help manage the community fundraising activities of LIFE'
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## **Key Achievement Areas:**

### **Trusts:**

1. To identify, on a continuing basis, suitable Trusts and Grant Making Foundations to whom LIFE can apply for funding and to maintain up to date data on such grant making trusts and foundations.
2. To manage the application process for qualifying applications as agreed with the Director of Development and Communications including but not limited to:
  - Identifying suitable projects
  - Pre applications qualification
  - Writing and submitting proposals
3. To provide regular reports with applications against targets.
4. To advise, and where requested provide suggestion of applicable trusts, to LIFE groups on their grant applications and in some cases where directed by the Director of Development and Communications to support particular groups or departments in their applications.
5. To achieve targets for numbers of applications made and income generated set by the Director of Development and Communications.

### **Supporter Development:**

1. To provide assistance for new supporter development initiatives aimed at the development of a wider supporter base.
2. To liaise with the communications team to obtain new potential supporter contacts and to develop these contacts into supporters.
3. To attend regular regional group meetings to support groups in their development and fundraising activities.
4. To contribute towards targets for new potential supporters and conversion to supporters.

### **Community Fundraising:**

1. To advise and where agreed with the Director of Development and Communications to support LIFE groups and individuals with their local fundraising activities.
2. To coordinate and establish positive relationships with LIFE's community fundraisers.
3. To monitor and coordinate these activities where possible.
4. To develop and manage head office initiated community fundraising events.
5. To achieve targets for numbers of events held and funds generated.

**Online Presence:**

1. With the communications team, to monitor, edit and further develop the Life website and regional sub-sites.
2. To liaise with the communications team to ensure that the fundraising message is visible and consistent across LIFE communications.
3. To report to the Director of Development and Communications any modifications or improvements identified to keep the site fresh.
4. To participate in our vitally important Social Networking development.

**Appeals and other Supporter Communications:**

1. To expedite general appeals to supporters, including liaison with printers and mailing houses.
2. To carry out data selection tasks related to fundraising initiatives.
3. To send out electronic fundraising communications and obtain relevant statistics from LIFE's electronic mailing systems (Currently Mail Chimp).
4. To assist the Director of Development and Communications in the production and updating of supporter communications materials.

**Donor Relationship Management System:**

1. Liaising with the Supporter Administration Officer, to produce reports as requested by the Director of Development and Communications and to keep updated donor records on LIFE's donor relationship management system (Raiser's Edge) and to ensure the integrity of donor records.
2. To assist in the development of the charity's use of the DRMS such as segmentation.

**Other:**

1. To assist the Director of Development and Communications in organising and attending events such as fundraising dinners, exhibitions and conferences.
2. To provide regular and ad hoc reports as required by the Director of Development and Communications.
3. To research and update the records of particular named major donors, using such tools as are made available.
4. To promote the Charity internally and externally so as to ensure a highly motivated workforce and positive external image.
5. Abide by and take responsibility for the implementation of LIFE's Equality Policy in all aspects of service delivery and working practice. Contribute positively to identifying and developing service and organisational improvements which respond to equality and diversity issues.

6. Work in accordance with the Data Protection Act 1998 and LIFE's Data Protection Policy.

**Personal responsibilities:**

1. The post holder must assume responsibility for their own professional and personal development (supported by LIFE where appropriate) to ensure their continuing competence to deliver LIFE's requirements.
2. A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services, including the Fundraising and Communications team, are aware of and deliver their individual responsibilities

**Corporate Behaviours:**

**All staff will be expected to:**

Work within the Charity's aims and objectives, upholding its vision and mission  
Demonstrate respect for others and value diversity  
Act responsibly in regards to the health and safety of themselves and others  
Focus on the service user and customer, both internally and externally, at all times  
Make an active contribution to developing the service  
Learn from, and share experience and knowledge  
Keep others informed of issues of importance and relevance  
Consciously review mistakes and successes to improve performance  
Act as an ambassador for the Charity and maintain the highest professional standards at all times  
Use discretion and sensitivity and be aware of issues requiring total customer confidentiality  
Demonstrate a flexible approach to their work

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in light of experience and/or organisational requirements, and in consultation with the post holder.

**Post Title: Fundraising Coordinator**

<b>Personal skill characteristics</b>	<b>Essential (Tick)</b>	<b>Desirable (Tick)</b>
<b>Communication</b>		
Strong presentational skills and ability to promote the Charity with a wide range of individuals and external contacts	✓	
Strong written and verbal communication skills	✓	
Experience of communicating effectively with supporters, clients, volunteers and other relevant bodies.	✓	
Commitment to developing an effective range of partnerships	✓	
<b>Experience/Knowledge Qualifications</b>		
Understand appreciate the role of Fundraising	✓	
Experience in advocacy for moral issues		✓
Experience in organising community fundraising and other events (e.g. exhibitions)		✓
Recognised fundraising qualification (e.g. Certification by the Institute Fundraising)	✓	
Knowledge and practical experience of using IT and as analytical and management tools (e.g. report writing)	✓	
Experience with Donor Relationship Management Systems, in particular Raisers Edge		✓
Proven experience in writing grant applications	✓	
Effective use of different communications channels including social networking		✓
<b>Personal skill characteristics</b>	<b>Essential (Tick)</b>	<b>Desirable (Tick)</b>
Approachable and personable, able to conduct conversations and meetings in a professional manner	✓	
Capable of delivering results to tight deadlines	✓	
Committed to the vision, mission and values of the Charity	✓	
Able to work as part of a team and to contribute to the overall fundraising function	✓	
Commitment to quality, customer service, best practice and best value in all aspects of the Charity's operation.	✓	