



Job Description

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| Title: | National Fundraising Officer |
| Accountable to: | Director of Development |
| Responsible for: | Fundraising for the charity from churches, the general public, individual supporters and community groups throughout the UK. |
| Location: | Hybrid working, mostly home based |
| Contract Type: | Permanent |
| Salary: | £30k - £35k depending on experience |
| Working Hours: | 35hrs per week although part time (minimum 60%) may be considered |
| Benefits: | 25 days holiday plus bank holidays (pro rata), Pension scheme, Flexible working arrangements, Birthday leave after 2 years' service. |

Summary

This is a great opportunity to join a long established but innovative charity at a pivotal point in its history, creating a world where nobody faces pregnancy or pregnancy loss alone.

Life is looking for someone with **fundraising experience** but who wants a fresh and exciting challenge to further develop their career. We see this as a possible opportunity to move into **senior management** within the charity.

Life is an accredited pregnancy support charity and through our services we help people, whoever they are, to meet pregnancy or pregnancy loss with courage and dignity so they can flourish.

We think you'll flourish too in this **unique environment for a fundraiser**. Last year alone our services helped more than 60,000 pregnant women who were vulnerable, homeless, at risk or disadvantaged. This is why we enjoy an **amazingly committed supporter base**, have attracted government and statutory funding, and are looking for new sources of income to fund innovative and exciting programmes – which is where you come in.

Life's ethics are such that our main supporter base is church based and this still remains a priority as we expand our reach. But the world is changing in so many ways and with us, **you'll become an agent for change for the better**.

Main purposes of the job:

- To work directly with the Director of Development in the generation of voluntary income for the charity from churches, the general public, individual supporters and community groups or organisations.
- To develop and implement fundraising initiatives in the fields of regular and once off giving, community fundraising and events, church collections, sponsorships and other areas as appropriate but excluding trust applications and major donor development.
- To work with the Supporter Engagement Officer in recruiting fundraising volunteers and to manage fundraising volunteers, community fundraising events and groups ('Friends of Life').
- To identify, develop and manage effective platforms for fundraising engagement.
- To take responsibility for development of giving from existing supporters and the ongoing growth/development of Life's supporter base (excluding major donors and trusts).
- To assist the Director of Development with the design and expedition of regular appeals.
- To develop new and existing sources of income, including lotteries or affinity products such as Amazon Smile.
- To manage working relationships with volunteer community fundraisers.
- To ensure all supporters have an excellent experience of supporting Life thereby encouraging repeat or increased support.
- To raise Life's profile within the community, initiating and building mutually beneficial and sustainable relationships to ensure long-term support.

Key achievement areas:

- 1) To achieve agreed voluntary income and development targets, taking a lead and individual responsibility for specific projects, activities, campaigns, and events nationally.
- 2) To increase the number of donors and to provide assistance as required for new supporter development initiatives aimed at the development of a wider supporter base.
- 3) To initiate, build, manage and develop the supporter journey with potential donors including but not limited to the general public, new and existing supporters, churches and community groups in order to maximise and sustain income, providing the highest standards of donor/supporter care throughout.
- 4) Working with the Communications team, to capitalise upon the use of digital and social media for fundraising including the stewarding of supporters, event promotion and appeals and development of fundraising materials, communications and activities related to the areas of responsibility.

- 5) To promote and coordinate new and existing fundraising events and activities generating maximum publicity and awareness to reach agreed income targets.
- 6) Working with the Donor Administration Manager, to maintain accurate and up to date records on Life's database and to capitalise upon data mining,
- 7) To undertake all activities in compliance with relevant legislation and codes of practice.
- 8) Support, coordinate and manage volunteers to carry out fundraising tasks.
- 9) To build, maintain and develop relationships with colleagues across Life, keeping an up-to-date knowledge of service developments and opportunities to collaborate with colleagues to maximise income and awareness to support service delivery.
- 10) To assist the Director of Development in organising and attending events including but not limited to fundraising dinners, exhibitions and conferences.
- 11) To provide regular and ad hoc reports as required by the Director of Development.
- 12) To attend and participate in team meetings.

Personal responsibilities:

- 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.
- 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 are aware of and deliver their individual responsibilities

Safeguarding Children & Adults at Risk of Harm:

- Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and adults at harm of risk.
- Familiarisation with, and adherence to, the appropriate organisational Safeguarding policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.
- All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally, then you must seek clarification from your immediate line manager as a matter of urgency.
- Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regards to Safeguarding Children and Adults at Harm of Risk.

Corporate behaviours:

All staff are expected to:

- Work towards the charity's aims and objectives, and uphold its vision and mission
- Operate in line with our core workplace values which are:
 - Humanity – All people are special and equal
 - Solidarity – We're with you and for you
 - Community – We're better together
 - Charity – Doing good for one another
 - Common Good – Building a better world
- Demonstrate respect for others and value diversity
- Act responsibly regarding the health and safety of themselves and others
- 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 always maintain professional standards
- Demonstrate a flexible approach to their work
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

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 consultation with the post holder.

Post title: National Fundraising Officer

| Personal skill characteristics | Essential (Tick) | Desirable (Tick) |
|---|------------------|------------------|
| Values & Behaviours | | |
| Ability to demonstrate, understand and apply our workplace values. These are embedded in all roles and employees must evidence their attitudes/behaviours | ✓ | |
| Business Management / Delivery | | |
| Demonstrate ability to reach fundraising targets | ✓ | |
| Demonstrate ability to manage a portfolio of prospects | ✓ | |
| Ability to manage budgets | ✓ | |
| Strategic Ability / Innovation | | |
| Understand and appreciate the role of Fundraising | ✓ | |
| Demonstrate strategic thinking e.g. in campaigns | ✓ | |
| Demonstrate use of innovative fundraising techniques | ✓ | |
| Understanding relevance of moral advocacy in fundraising | | ✓ |
| Experience / Knowledge / Qualifications | | |
| Proven experience of working within a charity in fundraising | ✓ | |
| Experience in fundraising from the general public | ✓ | |
| Experience in organising community fundraising and other events (e.g. exhibitions) | ✓ | |
| Recognised fundraising qualification (e.g. Certification by the Institute of Fundraising) | | ✓ |
| Knowledge and practical experience of using IT and as analytical and management tools (e.g. report writing) | ✓ | |
| Experience with Donor Relationship Management Systems | | ✓ |
| Effective use of different communications channels including social networking | ✓ | |
| Communication | | |
| Experience of communicating effectively with existing supporters, voluntary fundraisers and other relevant groups | ✓ | |
| Strong verbal, written and presentational communication skills | ✓ | |
| Experience of communicating effectively with a wide range of potential donors | ✓ | |
| Ability to promote the charity to a wide range of individuals and external contacts | ✓ | |
| Work effectively with internal teams including Service Provision, Finance, Communications and Senior Leadership | ✓ | |

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| Personal | | |
| Committed to the vision, mission and values of the charity | ✓ | |
| Committed to quality, customer service, best practice and best value in all aspects of the charity's operation | ✓ | |
| Ability to work with people at all levels | ✓ | |
| Positive outlook and approachable | ✓ | |
| Ability to work on own initiative | ✓ | |
| Handle pressure of meeting deadlines | ✓ | |
| Ability to organise and prioritise workload | ✓ | |
| Commitment to own personal and professional development | ✓ | |
| Ability to work as part of a team | ✓ | |
| Own car or access to a car and clean UK driving license | ✓ | |

Internal Use Only

Approved By: David Bennett

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