

EAST LANCASHIRE RAILWAY

Job title	Fund Raising Officer
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Pay /Grading:	£27-£30k pa	Dependent upon experience
		38 hours per week, full time

Company Benefits:	<ul style="list-style-type: none"> • Free travel on East Lancashire Light Railway services • Rail Staff Travel Scheme, which allows travel on UK National Network for 25% off the normal fare (available after 6 months in role) • Company pension scheme • Group Life Insurance inc. death in service benefit • Employee Assistance Programme • BUPA Healthy Minds • Help@Hand inc. access to 24/7 remote GP appointments
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Reporting to:	General Manager
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Supporting	General Manager
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Business:	East Lancashire Light Railway Company
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Department:	General Management
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Job Purpose:

Support the General Manager on behalf of the board of directors to grow income-generation at ELR. This role will raise vital capital and revenue funds to support every area of ELRs work, from restoration of historic locomotives and repairs to bridges and viaducts, to education projects in ELRs Transport Museum and essential day-to-day running costs. The post holder will raise the profile of fundraising across the organisation and work closely with colleagues, volunteers and the Board to increase fundraised income from a range of sources, including trusts and foundations, individuals, corporates and statutory bodies.

Main Outcomes:

The post holder will achieve the following main outcomes for the role in a timeframe specified by the General Manager.

1. Enhance/Improve Fundraising Messaging.

- Ensure opportunities are being maximised to make clear that ELR is a charity.
- Prepare an appropriate short statement that clearly summaries ELR's need for support, ensure that this statement is regularly reviewed and remains relevant and appropriate; and is placed appropriately throughout ELR's digital and printed presence.
- Improve the visibility of legacy options by running regular digital and printed campaigns.

2. Progress infrastructure/opportunities for Individual Giving and Corporate Giving.

- Identify opportunities for donors to be acknowledged within the stations/museum/trains and carriages.
 - Consider scope for establishing a 'Plaque Scheme' prominently placed and provide written recommendations to the General Manager.

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Lee Kenny
General Manager



- Consider 'Naming Opportunities' within the ELR estate/assets – what spaces/objects could be named and provide written recommendations to the General Manager.
- Develop a 'Patron's Package'
- Develop KPI's and perform analysis of JustGiving appeals, put forward recommendations to the General Manager e.g., how can ELR nurture relationships with existing supporters and grow these relationships.
- Prioritise JustGiving campaigns to ensure that potential donors understand where ELR most needs support.

3. Refine the case around social impact and community engagement.

- Articulate ELR's social impact: the role it plays, its local communities and the difference it makes to learning, health and wellbeing. To develop this argument and make the case as persuasively and robustly as possible, demonstrating track record, reach, and outcomes. Provide a written report and recommendations to the General Manager.
- Undertake an informal Engagement Audit to better understand who and how ELR impacts local communities. This might take the form of a simple spreadsheet with the following data:
 - Area of Work/Project Name.
 - Brief Description of work.
 - Number of attendees/bookers/people engaged.
 - Demographic info of people engaged (from data or anecdotal, as available).
 - Partners.
 - Area of impact (i.e., how might ELR categorise the work that is taking place): health/wellbeing/learning/EDI/creativity/community cohesion/environmental.

This will help support how ELR is presented to funders (compelling examples of impact) and uncover potentially fundable areas of work.

- Improve collection of demographic data of visitors to demonstrate community reach and impact.

Responsibilities

- Manage fundraising activity across ELR – act as first point of contact for all enquiries (internal and external) and ensure efficient administration and financial processes are in place.
- Develop an ELR case for support to use as the basis for fundraising approaches.
- Embed a culture of philanthropy at ELR, where colleagues, volunteers and visitors understand and are able to participate in fundraising.
- Provide excellent stewardship of all supporters including trusts and foundations, corporate partners, individuals and statutory bodies, ensuring exemplary communication and donor acknowledgement.
- Build effective working relationships with colleagues across ELR to expand knowledge, develop detailed proposals and shape targeted fundraising tasks.
- Use website, online giving platforms, social media channels, print and marketing sites at stations to promote fundraising and giving at ELR.

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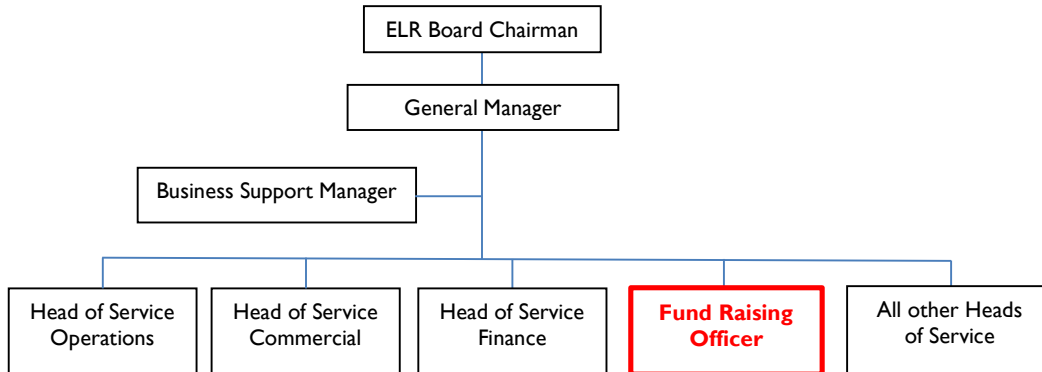
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- Develop a pipeline of potential supporters (trusts/individuals/corporates) to guide and prioritise fundraising approaches and identify appropriate networking and cultivation opportunities.
- Develop compelling funding and sponsorship proposals which communicate ELR's impact and distinctive offer to supporters/sponsors.
- Co-ordinate a programme of events in liaison with ELR's Sales & Event Manager to attract new supporters and deepen engagement with existing supporters.
- Develop and manage specific fundraising projects or campaigns (such as locomotive conservation/restoration projects) in liaison with colleagues.
- Ensure the smooth running of all fundraising activity – gift processing and reporting, donor communications and financial reports through use of ELR's CRM database.
- Ensure all supporter data is managed in compliance with GDPR standards.
- Work closely with the Directors and ELR senior management to build networks.
- Represent ELR at external meetings and events and be an ambassador for the organisation.
- Keep updated with guidance and best practice from the Fundraising Regulator and Chartered Institute of Fundraising.

Organisational Position:



Role of the Department:

The department is responsible for the successful implementation of the ELLRCo Business Plan and the day-to-day management of the railway to meet the agreed budget and performance targets as set by the ELLRCo Board.

The department provides strategic thinking and leadership to the senior management team and the railway as a whole and monitors the financial health of the business. It is also responsible for ensuring that the railway adheres to all industry safety standards.

Location:

Head Office, Bury.

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General Manager

Direct reports:

None.

General:

- Perform other duties as may be reasonably required by the General Manager.

Key experience and qualifications required:

This section outlines the criteria that are required of the post holder

Person Specification

A highly motivated self-driven, and energetic individual with strong communication skills. The post holder will demonstrate persistence and resilience, a strategic thinker whilst remaining empathetic with strong relationship-building abilities. The post holder will show passion, commitment, adaptability and attention to detail.

Qualifications / Experience

• **Essential:**

- At least three years' experience of working in fundraising.
- Demonstrable experience of securing funding from a variety of sources, including trusts and foundations, corporates, individuals and statutory.
- Experience of providing excellent stewardship and relationship management of supporters.
- Experience of undertaking prospect research to identify potential supporters.

• **Desirable:**

- A bachelor's degree in a relevant field, such as communications, business, or public relations.
- Experience of working in the heritage/culture sector or within a visitor attraction.
- Experience of fundraising for both capital and revenue projects.
- Experience in developing new fundraising ideas/schemes.
- Experience of using a CRM database to support fundraising (managing relationships, producing reports, organising guest lists etc).
- Events organisation experience.
- Legacy fundraising experience.

Knowledge, Skills and Abilities

- Excellent organisational and time management skills with the ability to manage a busy workload, working towards deadlines with competing demands.
- Excellent oral and written communication skills with the ability to communicate persuasively in writing.
- Excellent negotiation and diplomacy skills.

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- Knowledge of best practice fundraising, particularly Institute of Fundraising codes of practice, UK tax law, and data protection legislation.
- Ability to work as a team member as well as autonomously with initiative.
- Able to build strong relationships with key stakeholders/supporters.
- Ability to think and operate strategically and provide flexible solutions.
- Excellent IT skills including using Excel, Word, Outlook and PowerPoint as well as experience of administering and maintaining dedicated CRM databases.
- Ability to develop, analyse, and interpret budgets and financial information and proficient in using databases for fundraising performance analysis.

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