

# Relationship Fundraiser



**NATIONAL  
AIDS  
TRUST**

Securing rights  
Stopping HIV

**Job Application Pack**  
August 2024

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# Foreword

from our Director  
of Fundraising

I am delighted that you are considering applying for this exciting new role in our small fundraising team at National AIDS Trust.

We are the UK's HIV rights charity, working to stop HIV and support the rights of people living with HIV. Our work is values-led and embedded in our community. We understand that HIV is much more than a health condition, so our approach to combatting its effects and stopping new transmissions is wide-ranging. Tying this work together is our belief that health is a human right. Our success relies on our expertise, our credibility, our independence, and our strong relationships with allies.

But we can only do our vital work if we can raise the necessary income as we rely almost entirely on charitable donations.

For this current financial year (2024/25), we have an ambitious £1.4m income target which will be made up of grants, legacies, individual donations, events and corporate partnerships. Over the past year, we have made some real progress in developing an exciting events programme and cultivating potentially high value corporate partnerships.

The new role of Relationship Fundraiser will focus on stewarding and growing our small, but growing community of supporters, to convert them into loyal, engaged and long-term donors.

We have some great opportunities to do this throughout the year with our World AIDS Day campaign on 1 December, a portfolio of new challenge events, a bi-annual supporter magazine and our latest fundraising proposition, [Drag Raise](#).

Are you up for this challenge to grow our supporter base to help us be more financially sustainable? Have you got the new ideas and enthusiasm to take us to another level in community engagement? If so, we want to hear from you.



**Hannah Daws**

For more information, please read our [five-year Strategic Plan](#) and our [Impact Report](#)



# Who we are & what we do

## We are the National AIDS Trust

We're the UK's HIV rights charity. We work to stop HIV from standing in the way of health, dignity and equality, and to end new HIV transmissions. Our expertise, research and advocacy secure lasting change to the lives of people living with and at risk of HIV.

**Our vision** is a world where HIV does not stand in the way of health, dignity and equality.

**Our purpose** is to stand alongside and defend the rights of everyone living with, affected by or at risk of HIV.

Our expertise, research and advocacy secure lasting change to the lives of people living with and at risk of HIV.

And we won't stop until everyone affected by HIV can live their fullest life possible.

## Our strategic aims to 2025:

- **STOP:** we will stop new HIV infections
- **CHAMPION:** we will champion the needs of people whose voices and experiences are too often ignored
- **PROTECT:** we will protect the rights of everyone living with and at risk of HIV
- **DRIVE:** we will drive engagement and activism to change attitudes to HIV.

# Our values

We seek to embody our values in everything we do – including how we approach our work, how we treat our staff, and how we work with others:

- We believe that people living with and affected by HIV are at the core of everything we do. We seek opportunities for greater and more meaningful involvement of people living with HIV in all our work.
- We believe passionately in equality and human rights, so this is at the centre of everything we do.
- We are brave. We speak out and are never afraid to challenge the status quo.
- We are persistent. We persevere until we create change, however long it takes.
- We are collaborative. We work to build relationships of mutual trust and respect because we know we can't do this alone.
- We are honest. Our integrity and credibility are crucial, so we protect them by being independent, transparent and accountable.
- We are thrifty. We make every penny count to ensure that we can make the maximum impact.

# Our offer

- Hybrid working split between home and our office in Bethnal Green (two days a week in the office)
- 27 days' annual leave plus bank holidays (including annual closure between Christmas and New Year)
- A pension with our contribution of 6% and employee's contribution of 2%
- Season ticket loan
- Cycle to work scheme
- Employee Assistance Programme (EAP) including access to 24-hour advice and support line and face to face counselling
- Flexible working to support work/life balance
- Organisational training budget and personal development plans

# The opportunity

## About the post

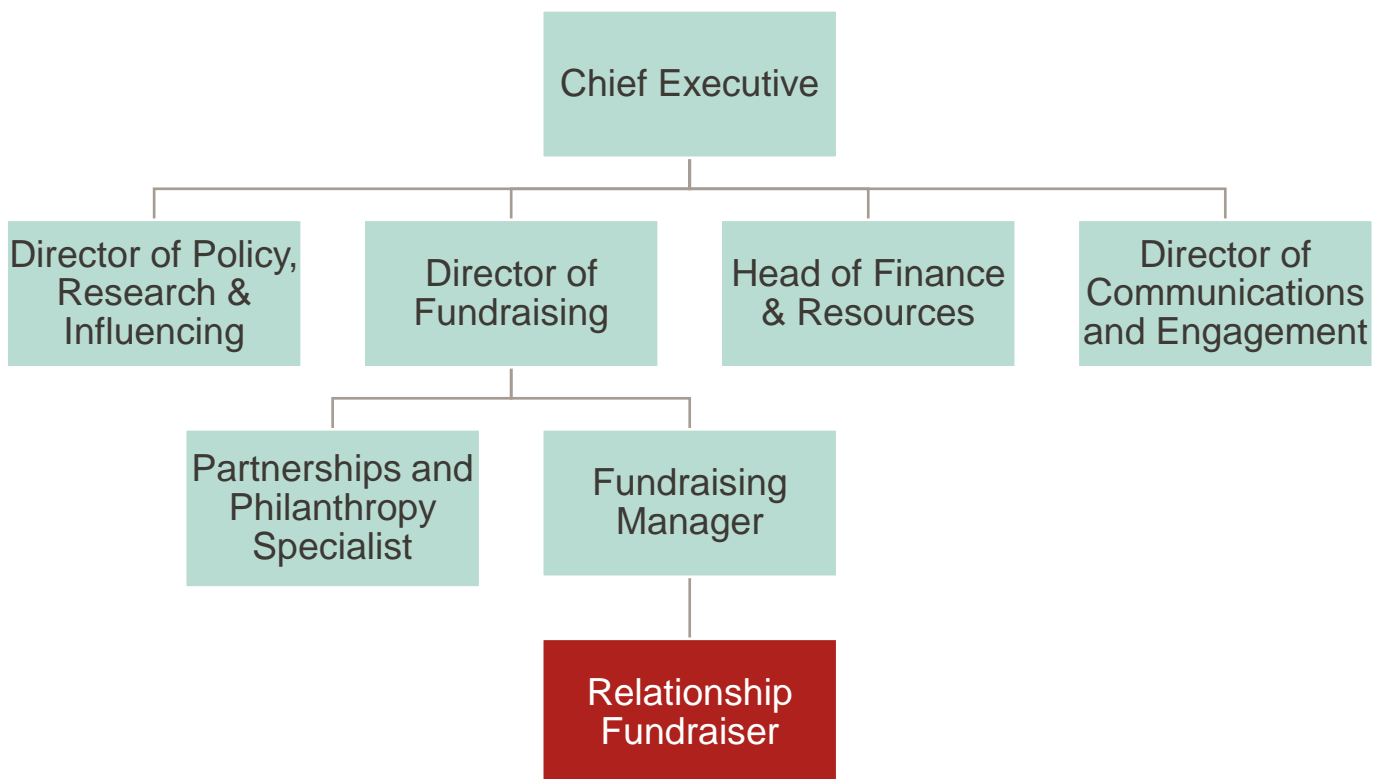
- Permanent, full-time position (35 hours a week)
- Salary £31,300 per year (including London weighting)
- Flexible working arrangement: mix of home and London office working (two days a week in the office)

The Relationship Fundraiser will build relationships with our supporters, helping to deliver a varied portfolio of events, activities and appeals, and develop our presence and support within the communities we serve to raise income. They will take the lead in delivering the strategy and operational plans for community fundraising, individual giving and supporter stewardship.

They'll identify new opportunities, and engage donors with our work to retain their support.

The Relationship Fundraiser will report to the Fundraising Manager.

# Team structure





# Job description

## Main duties and responsibilities

### 1. World AIDS Day

- Take the lead on securing and stewarding community fundraisers for World AIDS Day, our biggest fundraiser of the year.
- Organise and attend a range of World AIDS Day events and activities.
- Work alongside the communications team to develop the World AIDS Day campaign.
- Manage the implementation, delivery and evaluation of the World AIDS Day individual giving appeal.
- Evaluate the campaign and strategy, including in a written report, to enable lessons to be implemented for the following World AIDS Day.

### 2. Community fundraising

- Coordinate community fundraisers across the UK who are fundraising for National AIDS Trust and act as main point of contact.
- Lead on developing community and third-party fundraising activities throughout the year.
- Deliver a range of fundraising activities to meet agreed income targets, including challenge and third-party events.
- Identify and build relationships with new community fundraisers throughout the year, offering suitable engagement opportunities.
- Steward community fundraisers maximising on engagement and income generation.
- Be alert to new trends in community fundraising and develop new products accordingly.

# Job description

## Main duties and responsibilities (cont)

### 3. Individual giving fundraising

- Act as the main point of contact for donors and potential donors.
- Identify new methods for capturing new donors and develop, alongside the Director of Fundraising and external consultant, an annual strategy for increasing and retaining the number of donors.
- Deliver 'in-memory' acquisition products and steward givers with empathy.
- Work alongside the communications team to create assets and develop appropriate communications to secure and steward donors.
- Develop and deliver a stewardship plan which will increase the engagement and value of current donors and ensure long-term retention. This includes a bi-annual supporter magazine.
- Thank all incoming donations from individual donors.
- Work with the Campaigns and Networks Coordinator to involve community members in campaigns through stories and feedback.
- Use analysis, insight and audience understanding to inform decision-making.

### 4. General

- Work alongside the Partnerships and Philanthropy Specialist to support the acquisition of major givers from current individual donors.
- Recruit and manage volunteers to support community fundraising activities.

# Job description

## Main duties and responsibilities (cont)

### 5. Planning and monitoring

- Ensure understanding of the work of National AIDS Trust.
- Understand community fundraising practices and identify new opportunities.
- Ensure accurate recording of community and individual fundraising information on our CRM database (CiviCRM).
- Co-ordinate allocation of incoming donations with the Finance Manager and Partnerships & Philanthropy Specialist.
- Provide information for reports to the Senior Management Team and Trustees.
- Contribute to the annual Fundraising Strategy.

### 6. Other

- Work outside normal office hours, as required, to deliver fundraising activities.
- Comply with GDPR policies.
- Comply with the Code of Fundraising Practice.
- Undertake such other tasks as may reasonably be requested by your line manager or the Director of Fundraising.
- Undertake all responsibilities with due regard to National AIDS Trust's Equality and Diversity Policy at all times.

# Person specification

| Essential   | CV | Cover letter | Interview |
|---|----|--------------|-----------|
| Experience of coordinating community fundraising and/or managing challenge events.  | ✓  | ✓            | ✓         |
| Experience of developing and maintaining positive relationships with donors and fundraisers to secure ongoing donations and increase the value over time.                       |    | ✓            | ✓         |
| Knowledge of supporter motivations and ability to translate this into engaging communications and content.  |    |              | ✓         |
| Ability to grasp new subjects and translate complex information into supporter-friendly messaging to engage people with our work.   |    | ✓            | ✓         |
| Enthusiastic with good interpersonal skills and the ability to inspire and motivate fundraisers.  |    |              | ✓         |
| Excellent verbal and written communication skills with the ability to persuade potential donors to support National AIDS Trust.   |    | ✓            | ✓         |
| Ability to problem solve.   |    |              | ✓         |
| Strong administrative skills, good attention to detail and ability to self-supporting on a day-to-day basis.  | ✓  |              |           |
| Sound organisational skills including the ability to effectively plan, manage and deliver concurrent projects as well as to work effectively under pressure to tight deadlines. | ✓  |              |           |
| Clear understanding of the General Data Protection Regulation.  | ✓  |              |           |
| Desirable   |    |              |           |
| Experience of individual giving and evidence of success.  | ✓  | ✓            | ✓         |
| An understanding of current issues around HIV in the UK.  |    | ✓            |           |
| Experience of using databases to record information and extract sets of data.   | ✓  | ✓            |           |
| Knowledge of email mailing tools such as Mailchimp.   | ✓  | ✓            |           |

# How to apply

Please apply by email to [recruitment@nat.org.uk](mailto:recruitment@nat.org.uk) by the deadline of **9am on Monday 9 September 2024**. Your application should include:

- CV
- letter of application addressing the person specification (maximum two pages)
- completed short application form.

Please also complete a short equality and diversity monitoring survey at

<https://www.surveymonkey.com/r/RF0824> using vacancy code **rf0824**.

Interviews for the role will be held on **Tuesday 17 and Wednesday 18 September 2024** at our office in Bethnal Green.