

# Fundraising and Engagement Assistant

March 2024



## About alcohol harm and Alcohol Change UK

**Alcohol harm is widespread, serious ... and completely avoidable.**

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- Campaign for better policies and regulation
- Work to create healthier drinking cultures
- Deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- Collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- Develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

## Our vision and mission:

**Our vision:** A world free from alcohol harm.

**Our mission:** To significantly reduce serious alcohol harm in the UK.

## Our values:

**Truthful:** We seek and tell the truth.

**Compassionate:** We care deeply about everyone seriously harmed by alcohol, whoever they are.

**Ambitious for change:** We are optimistic and determined.

# Fundraising and Engagement at Alcohol Change UK

This is an incredibly exciting time to be joining Alcohol Change UK. We are coming to the end of our first ever fundraising strategy and are about to enter into a period of significant growth as part of the new 5-year strategy, which builds on existing success to deliver ambitious targets through a range of fundraising streams including:

**Corporate Partnerships**

**Individual Giving**

**Community Fundraising**

**In Memory**

**Merchandise**

**Major Donors**

**Challenge Events**

**Trusts**

**Legacies**

We have at our disposal some fantastic assets to make this happen:

- a board that is committed to fundraising for the long-term
- a great team culture and a dynamic and positive working environment
- a strong, ambitious, and high-integrity fundraising strategy
- an inspiring brand
- a sector-leading website with the potential to reach millions of people
- the Dry January® campaign, bringing huge numbers of people to the charity each year and huge marketing profile to the charity.

When we say this role includes ‘engagement’, we mean it. As Fundraising and Engagement Assistant you will work directly on our mission-centred engagement programme. The team’s success is judged not just on income achieved, but also by successfully engaging with non-income-generating supporters. As such, you will be at the heart of the organisation, working with colleagues across policy, research, behaviour change and on our work to shift the UK’s drinking cultures. As well as helping to raise money, so that other teams can deliver our mission, you will be delivering our mission directly.

We are small but ambitious team, so you will be able to take on a wide range of tasks. As such this role will be interesting, challenging and give you excellent experience and opportunities for development.

# Fundraising and Engagement Assistant

## Role description, March 2024

Reports to: Fundraising & Engagement Manager  
Direct reports: none  
Location: 27 Swinton St, King's Cross, London, WC1X 9NW  
Status, hours: Permanent, full-time  
Salary: Grade E: salary in the range £24,551 to £27,586 (depending on skills, knowledge and experience) plus benefits

## Role Summary

This role will support the expanding Fundraising & Engagement team with all fundraising activities to ensure that good relationships are maintained with all Alcohol Change UK (ACUK) supporters. The Fundraising and Engagement Assistant will undertake the financial administration and recording of all fundraising income as well as being the first point of contact for the team ensuring ACUK delivers high levels of supporter care.

## Key Tasks and Responsibilities

### Fundraising

1. Coordinating ACUK's CRM system (ThankQ) and ensuring data accuracy including:
  - New donor details, communications with supporters, gift aid and consent purposes
  - Championing data cleansing and monthly de-duping of contacts
2. Coordinating all general fundraising enquiries including phone calls, fundraising & engagement email inboxes (providing holiday cover for the training & consultancy inbox) and post.
3. Coordinating lead generation from third party challenge event companies and converting leads into participants
4. Coordinating fundraising resources and merchandise including;
  - Sending out materials to supporters
  - Compiling fulfilment reports from online shop and sending over to fulfilment agency
  - Monitoring stock levels of fundraising materials and shop merchandise
5. Maintaining up to date filing systems
6. Supporting with research for Trusts & Foundation applications
7. Processing all physical (cash and cheques) and online donations received in accordance with ACUK's cash handling procedures, including;

- Counting and processing cheques/cash
- Logging all donations on a central post sheet
- Processing and reporting on all donations received through the ACUK website and all third-party platforms
- Ensuring all donors are thanked in a timely manner in line with their communication preferences
- Importing all donation data to ThankQ

### **Engagement programme**

8. Act as the first point of contact for enquiries from our volunteers (Community Champions) and, alongside the Fundraising & Engagement Manager, steward our volunteers including the coordination of volunteer activities.
9. Identify opportunities for supporters of different types to discover new ways to engage with them (for example helping donors become campaigners or encouraging cultural change activists to become community fundraisers, etc).

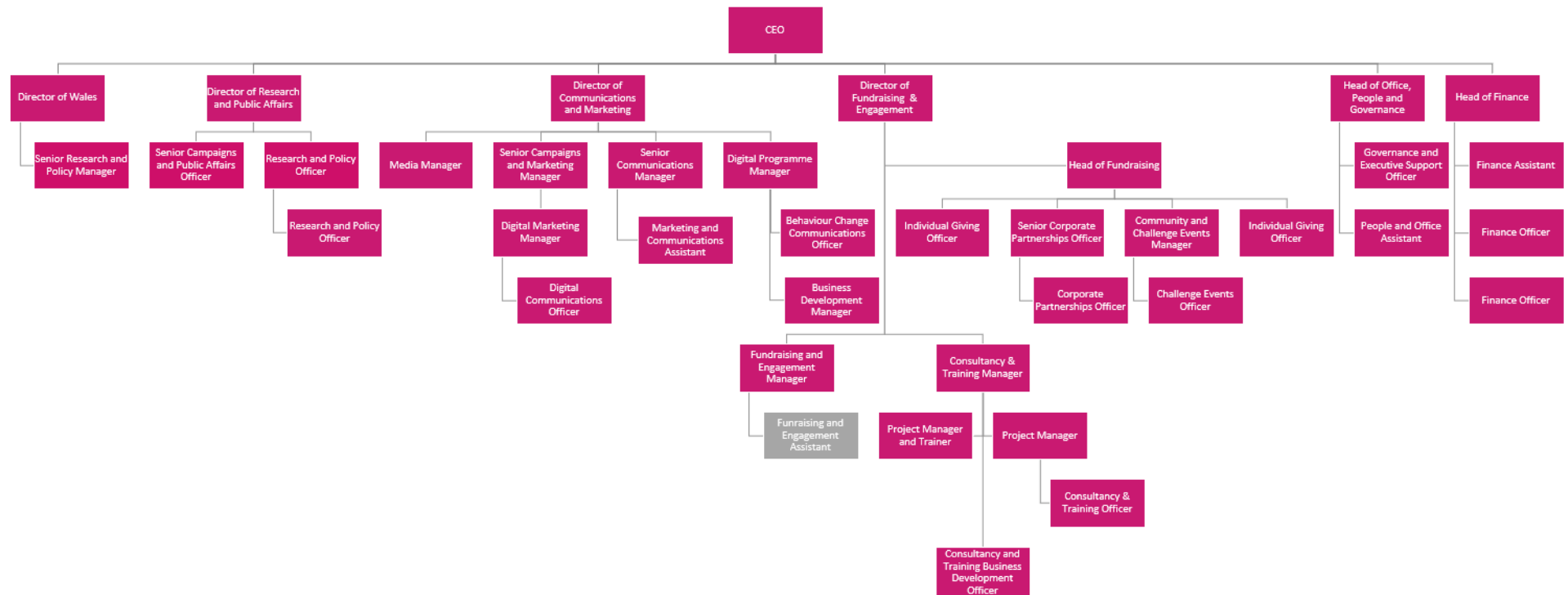
### **Cross-organisational Role**

10. Work closely with colleagues across the charity to support their work and to act as 'one team'.
11. Work particularly closely with colleagues in the Communications team, optimising opportunities for joint working.
12. Contribute actively and positively to charity-wide strategies.

### **Other Duties**

13. Continually develop your knowledge of alcohol harm and solutions to it.
14. Act as a positive ambassador for Alcohol Change UK at all times.
15. Know, embrace and actively uphold the values of Alcohol Change UK at all times.
16. Work flexible hours as necessary to meet the needs of the charity, time off in lieu will be earned for any work required outside of normal working hours.

# Where you'll fit in



## Fundraising and Engagement Assistant

### Person Specification, March 2024

|                                       | Essential  | Desirable   |
|---------------------------------------|--|---|
| <b>Knowledge, Qualifications</b>      |  | <ul style="list-style-type: none"> <li>Working knowledge of fundraising or supporter care</li> </ul>  |
| <b>Demonstrable experience of</b>     | <ol style="list-style-type: none"> <li>Customer service experience, ideally gained within the charity sector</li> <li>Well-rounded office practice experience providing team support/office administration and or finance administration.</li> </ol>   | <ul style="list-style-type: none"> <li>Being involved in an engagement programme</li> <li>Working with or managing volunteers</li> </ul>                                  |
| <b>Skills and abilities</b>           | <ol style="list-style-type: none"> <li>Strong planning and organisation abilities</li> <li>Very strong attention to detail</li> <li>Excellent IT skills including Microsoft Office</li> <li>Numerate and comfortable working with financial information</li> <li>Ability to manage time and prioritise to meet deadlines in a fast-paced environment</li> <li>Great interpersonal skills – both written and verbal</li> <li>A professional, approachable and empathetic manner</li> <li>Understanding of the importance of adhering to data protection guidelines</li> <li>Willing and able to learn new processes and systems</li> <li>Ability to work independently and collaborate as part of small team</li> </ol> | <ul style="list-style-type: none"> <li>Use of CRM systems, customer or donor database, ideally gained in the not for profit sector.</li> </ul>                            |
| <b>Personal attributes and values</b> | <ol style="list-style-type: none"> <li>High level of professionalism, hardworking, and ambitious for both the charity and the fundraising function</li> <li>High level of integrity</li> <li>Very high aptitude for team-working and creating 'one team'</li> <li>Compassionate and empathetic</li> </ol>  | <ul style="list-style-type: none"> <li>Interest in the mission of Alcohol Change UK</li> <li>Enjoyment of being in an organisation experiencing dynamic change</li> </ul> |



|                               |   |
|-------------------------------|---|
| Hours of work                 | 35 hours per week.  |
| Flexibility                   | There are no fixed start and end times to the day. All staff can open/close the office. Flexibility We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to manage the Dry January® campaign and this post will have particularly heavy requirements over the period early November to mid-February.  |
| Place of work                 | Our modern and well-equipped office is located at 27 Swinton Street, Kings Cross, London, WC1X 9NW. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. There will be expectations for this role to attend the office at least three times per week. We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year).  |
| Working culture               | We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination. |
| Development                   | There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.   |
| Holiday                       | 33 days holiday, rising to 36 days after 3 years' service and 38 days after 5 years' service. We also offer the ability to buy or sell annual leave.  |
| Pension                       | Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.  |
| Life Assurance                | We offer Group Life Assurance equivalent to the value of three times gross annual salary.   |
| Employee Assistance Programme | We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.  |
| IT                            | Our IT is up-to-date. Remote working is well-supported on work-provided devices   |
| Probation and notice          | Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have a one month notice period.   |

## How to apply

We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

### Any questions?

If you have any questions about the role or would like an informal discussion about the role, you are welcome to email Danielle Houlston, Director of Fundraising and Engagement, at [danielle.houlston@alcoholchange.org.uk](mailto:danielle.houlston@alcoholchange.org.uk).

### How to apply

- Use our online form here: <https://app.beapplied.com/apply/lefirmecek>
- Upload your CV (max 3 pages, listing two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications on our own application form and will not accept applications in any other way. For example, cover letters emailed to us will be discarded. If your access requirements mean that you are unable to use the online version of the application form, please contact us on [jobs@alcoholchange.org.uk](mailto:jobs@alcoholchange.org.uk) and we will supply the form in another format.

**Deadline for us to receive your application:** *Strictly Midnight*, 14 April 2024. The online application form gives a date and time stamp to all applications.

**We will aim to get back to you by:** 15 April 2024. All applicants will receive a response.

**Interviews:** 22 April 2024 (please save this date!)