

Edward's Trust

**Join us to fly the kite for
bereaved parents, children and
young people**

**We have a vacancy for a
Fundraiser
to join our dynamic team based
in Edgbaston, Birmingham**



**Closing date:
22nd April
5pm**

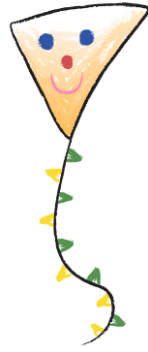


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www.edwardstrust.org.uk



Registered Charity No.1105370 & Company Ltd Guarantee in England & Wales No. 3487577



Edward's Trust

Thank you for your interest in this post of

Fundraiser

To apply for this job please submit your CV and a detailed covering letter outlining how your skills and experience match the person specification below. (As a guideline, this should be a minimum of 500 words).

Please note, CV's only will not be accepted.

We welcome any initial enquiries and look forward to receiving your application. Edward's Trust is an open and inclusive employer.

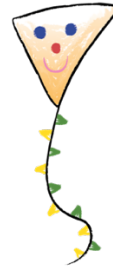
For enquiries and applications contact: Clare Martin,
CEO at clare.martin@edwardstrust.org.uk

Closing date: 22nd April 5pm



Registered with
FUNDRAISING
REGULATOR

37 Calthorpe Road, Edgbaston B15 1TS. 0121 454 1705
Registered Charity Number 1105370
www.edwardstrust.org.uk



Edward's Trust

Supporting bereaved parents, children and young people in the West Midlands

Fundraiser Vacancy

| | |
|--------------------|--|
| Job Role | Fundraiser |
| Responsible to | Head of Engagement |
| Place of work | Primarily office-based in Edgbaston, Birmingham, however, hybrid working opportunities will be considered following a successful probationary period |
| Hours | 30 hours per week with flexibility in working hours, to be agreed with the successful candidate. Regular evening and occasional weekend work will be required to support fundraising events. |
| Salary | £30,000 FTE |
| Benefits | 24 days annual leave (pro rata) plus bank holidays and employer contributed pension scheme after 3 months |
| Length of Contract | Permanent (6 month probationary period) |

You will be working with

- CEO
- Head of Engagement
- Community and Volunteer Fundraiser
- Fundraising Assistant
- Service Delivery Team
- Management Accountant
- Database Support (Donorflex and Salesforce)
- Volunteers
- Funders
- Donors
- Supporters

Role Summary

This exciting role offers a fantastic opportunity for an experienced and versatile fundraiser to join our dynamic team. This all-round fundraising role will support a range of income-generating activities, working closely with the Head of Engagement to ensure the events programme and our challenge events programme expands and grows from strength to strength.

The successful applicant will be proactive, enthusiastic and organised and is someone who thrives in busy environments and is passionate about engaging supporters. They will have experience in charity fundraising and challenge events, have great organisational skills and strong communication skills.

Key Tasks and Responsibilities

Fundraising Events and Community Engagement

- Assist in planning, promoting and delivering fundraising events, including challenge events, community fundraisers, corporate challenges and charity led events
- Support volunteers, fundraisers and third-party event participants, providing guidance and resources
- Attend and represent the charity at events, ensuring supporters feel valued and engaged
- Liaise with event suppliers, venues and stakeholders to ensure smooth event execution
- Coordinate post-event follow ups, including thanking participants and gathering feedback

Fundraising Campaigns and Appeals

- Assist in developing and running fundraising campaigns across different platforms (email, social media, direct mail, JustGiving et)
- Create engaging fundraising materials to inspire donations and participation
- Monitor campaign performance, tracking engagement and fundraising targets
- Support the implementation of seasonal fundraising appeals (eg Christmas, giving Tuesday, in memory fundraising)

Donor Stewardship and Supporter Care

- Manage donor communications, ensuring supporters receive timely updates and acknowledgements
- Maintain and update the donor database, ensuring accurate records of contact details, donations, Gift Aid and engagement history
- Develop and Implement stewardship plans to engage and retain donors, including thank you letters, impact reports and recognition initiatives
- Support legacy and in memory giving initiatives, providing information and resources to families and donors

Corporate and Community Fundraising

- Build relationships with local businesses, schools and community groups to encourage fundraising activities and participation in challenge events
- Support corporate partnerships by assisting in the Corporate Kite Club, Charity of the Year relationships, sponsorship proposals, employee fundraising initiatives, and workplace giving schemes
- Provide fundraising packs, advice and motivation to individuals and groups taking on fundraising challenges

Volunteer and Peer Fundraising Support

- Work with the Community and Volunteer Fundraiser to engage and support fundraising volunteers
- Help develop resources, toolkits, and training to empower community fundraisers
- Assist in coordinating volunteer involvement in fundraising events and campaigns

Marketing and Communications Support

- Work with the Head of Engagement, CEO and Fundraising Assistant to create engaging content for fundraising campaigns, supporter updates, and promotional materials
- Contribute to social media content, website updates, and newsletters related to fundraising activities
- Help with PR and media opportunities linked to fundraising campaigns and supporter stories

Administration and Compliance

- Ensure fundraising activities comply with relevant regulations (eg GDPR, Fundraising Regulator Code of Practice)
- Process donations, update CRM systems, and prepare fundraising reports as required
- Support financial reconciliation of fundraising income and expenses

Proactive and Enthusiastic Approach

- Identify new fundraising opportunities and innovative ways to increase income
- Stay updated on fundraising trends and best practices in the charity sector
- Work collaboratively with colleagues across the charity to support organisational goals

Person Specification

| Criteria | Essential | Desirable |
|--|-----------|-----------|
| Knowledge & Understanding | | |
| Understanding of charity fundraising principles and best practices | X | |
| Knowledge of different fundraising income streams | X | |
| Awareness of supporter stewardship and the importance of donor relationships | X | |
| Basic understanding of GDPR and Fundraising Regulator Code of Practice | X | |
| Knowledge of bereavement support and/or sensitivity around working with grieving families | | X |
| Understanding of digital fundraising and crowdfunding platforms | | X |
| Awareness of Gift Aid processes and financial procedures in fundraising | | X |
| Experience | | |
| Experience in a fundraising, events, marketing or supporter-facing role (paid or voluntary) | X | |
| Experience in planning and delivering fundraising events or campaigns | X | |
| Experience of working with supporters, volunteers or community fundraisers | X | |
| Experience in writing engaging fundraising communications (emails, social media, promotional materials) | X | |
| Experience of using a fundraising CRM system like Donorflex | | X |
| Experience in corporate fundraising or building relationships with local businesses | | X |
| Previous experience in a bereavement, health or family support charity | | X |
| Skills & Abilities | | |
| Excellent interpersonal and relationship building skills, with the ability to engage a wide range of supporters | X | |
| Strong organisational skills, with the ability to manage multiple tasks and meet deadlines | X | |
| Confident communication skills, both written and verbal, to inspire and engage supporters | X | |
| Creative thinking and problem-solving skills to develop fundraising ideas | X | |
| IT literacy, including proficiency in Microsoft Office (Teams, Outlook, Word, Excel and PowerPoint) and social media platforms | X | |

| | | |
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| Ability to use design tools (eg Canva), to create fundraising materials | | X |
| Ability to analyse fundraising performance and adapt strategies accordingly | | X |
| Presentation skills for engaging with schools, businesses and community groups | | X |
| Personal Qualities & Approach | | |
| Proactive and enthusiastic, with a genuine passion for fundraising and the charity's mission | X | |
| Empathetic and sensitive, particularly when working with bereaved families and supporters | X | |
| Highly motivated and self-driven, with the ability to work independently and as part of a team | X | |
| Resilient and adaptable, able to handle a busy workload and respond to challenges | X | |
| Creative and resourceful, bringing new ideas and approaches to fundraising activities | X | |
| Willingness to work evenings and weekends for fundraising events | X | |
| Full UK driving licence or access to transport | | X |