

IG FUNDRAISING ASSISTANT

Title	Individual Giving Fundraising Assistant
Directorate	Fundraising, Marketing and Communications
Reporting to	Fundraising Manager
Location	UK – Rugby (office based) / agile working possible
Duration	Permanent
Grade	2
Travel	Limited / Occasional international travel may be required

About the Role:

This is a new role within the Individual Giving team, supporting our ambition to grow and develop unrestricted income. The Fundraising Assistant will help plan and deliver high-quality print and digital communications that recruit new supporters, engage existing donors, and promote a range of ways to give, including regular giving, gifts in Wills, and DIY fundraising.

Working closely with colleagues across Individual Giving and the wider organisation, you will gain hands-on experience of a broad range of fundraising and marketing techniques. You will support the delivery of fundraising activity while contributing ideas that help shape future Individual Giving approaches, improve supporter experience, and maximise long-term giving.

This role is ideal for someone looking to build a career in fundraising, with opportunities to develop skills across campaigns, communications, events, and supporter stewardship.

The main functions of the role are:

- Contribute to the timely and effective planning and delivery of fundraising campaigns, appeals and other promotional activity across digital and postal channels, helping to achieve income targets and increase supporter loyalty.
- Assist with coordinating fundraising activities, materials, schedules and project plans to ensure campaigns are delivered on time and to a high standard.

- Support the planning and delivery of acquisition, retention and stewardship campaigns, including appeals, regular giving, gifts in Wills, DIY fundraising, webinars and supporter events.
- Help prepare fundraising communications, including emails, social media content, thank-you letters, newsletters, appeals, blogs, event invitations and supporter journeys.
- Support copywriting, editing, proofreading and email building to ensure high-quality, engaging supporter communications across multiple channels.
- Contribute to the drafting of briefs for internal teams, including creative, digital, data and supporter experience colleagues, ensuring projects are delivered against agreed objectives and timescales.
- Liaise with external suppliers, including creative agencies, print and mailing houses and production companies, to support the timely delivery of high-quality, cost-effective fundraising materials.
- Coordinate review and approval processes by circulating copy and creative assets, collating stakeholder feedback and ensuring agreed amendments are implemented.
- Support campaign administration, including scheduling activity, maintaining project documentation, organising meetings and monitoring progress against agreed timelines and targets.
- Support data-related activity, including preparing data briefs, requesting campaign codes, maintaining accurate records, compiling campaign results, and working with colleagues to ensure supporter data is handled appropriately.
- Support budget administration by raising purchase orders, processing invoices, maintaining expenditure trackers and monitoring campaign costs. Gather supplier quotations and assist in evaluating options for campaign activity.
- Assist with the organisation, promotion and delivery of webinars and in-person fundraising supporter events.
- Assist with responding to routine enquiries from supporters, escalating issues where appropriate and helping ensure an excellent supporter experience.
- Research and share examples of innovative fundraising and marketing activity to help inform future campaigns and continuous improvement.
- Represent the organisation positively through written communications and at events, acting as a professional ambassador and championing our cause.
- Any other duties commensurate with the level and grade of the role which may, from time to time, reasonably be requested by the line manager.

Internal and External Relationships:

Key relationships will be within the Individual Giving team, but you will also work closely with colleagues across the Marketing Directorate – especially Brand and Comms teams, Supporter Experience, Data & Insight, Digital, Philanthropy.

Specialist colleagues around the world, to aid with understanding the impact pA makes.

External agencies including creative and production.

Person Specification:

Experience / Qualifications:

- Educated to degree level or able to demonstrate relevant transferable experience in fundraising, marketing, communications, administration or a related field.
- Experience supporting projects or campaigns within fundraising, marketing, communications or events, either through paid employment, volunteering or placements.
- Experience working collaboratively as part of a team to deliver activities to agreed deadlines.
- Experience following administrative processes, managing multiple priorities and maintaining accurate records.
- Experience using Microsoft Office and confidence learning to use new systems and digital platforms. Experience of working with databases or CRM systems would be an advantage.
- An interest in fundraising, marketing and the charity sector, with a willingness to develop knowledge of Individual Giving.

Behaviours / Personal Attributes:

- Well organised and agile, able to manage competing priorities with appropriate support.
- Motivated and enthusiastic, with a proactive approach to learning and personal development.
- Collaborative and supportive, with the ability to work effectively across teams and with a range of colleagues.
- Friendly and professional, with a positive approach to building relationships.
- Curious, creative, and open to new ideas, with a willingness to contribute suggestions and learn from others.

Skills, Abilities and Competencies:

To be successful in the role, the ideal candidate will be able to demonstrate:

Technical / Functional Skills:

- Excellent written and verbal communication skills, with the ability to adapt communications for different audiences.
- Strong attention to detail with the ability to proofread copy and ensure accuracy across campaign materials.
- Good organisational and time-management skills, with the ability to manage competing priorities and meet deadlines.
- Ability to support the planning and delivery of fundraising or marketing campaigns across a range of channels.
- Ability to produce clear project documentation, briefs and reports.

- Basic understanding of campaign performance reporting and data, or willingness to learn how campaign success is monitored and evaluated.
- Confidence working with Microsoft Office (Word, Excel, PowerPoint and Outlook).
- Willingness to learn fundraising systems and CRM databases, with training provided where required.
- Ability to support budget administration, including purchase orders, invoice processing and expenditure tracking.

Soft Skills / Competencies:

- Well organised, motivated and proactive, with a willingness to take ownership of allocated tasks.
- Collaborative and supportive, able to build positive relationships with colleagues, suppliers and stakeholders.
- Friendly, professional and enthusiastic, with a positive approach to teamwork.
- Curious and creative, willing to contribute ideas and identify opportunities to improve fundraising activity.
- Comfortable working independently on routine tasks while recognising when guidance or support is needed.
- Committed to continuous learning and professional development.

Additional Requirements for the job: