

Fundraising Assistant

Location: Battersea, London

Contract: Permanent, part time (21 hours a week Mon - Wed)

Salary £25,000 to £27,000 pro-rata, depending on experience

Reporting to: Senior Individual Giving Manager

About BookTrust

BookTrust is the UK's largest children's reading charity. Working with every local authority and across every region in England, Northern Ireland and Wales, we reach over 3 million families a year through schools, health visitors, libraries and other partners. This incredible network helps us to get children excited about reading from an early age. We know that children who read are happier, healthier, more creative and do better at school.

This is an exciting time to be joining BookTrust – our recently launched strategy sets out a new focus prioritising work that supports families in greatest need - <https://www.booktrust.org.uk/about-us/strategy/>

Background to the role

As part of our new strategy, we aim to grow our income significantly over the next five years. (Our current income is £11m pa). We have strong and realistic foundations for this aim and a secure base of income from long term committed funders including the Arts Council of England, the Welsh and Northern Ireland governments. These funders enable us to reach children through our flagship programmes, but with a huge amount of new work under development, securing new income streams is a high priority for us.

A review of our current income streams has identified that individual giving has significant potential. Individual giving currently raises £1.2m through a successful regular giving programme with donors and cash appeals.

The Mass Engagement team, where this role sits, has been tasked with growing individual giving income by increasing the range of new donor audiences, expanding the range of fundraising channels and developing new fundraising products.

Purpose

The purpose of this role is to provide effective and efficient administrative support to our individual giving programme and the wider fundraising team, focusing particularly on the stewardship of all donors and the timely processing of all donations.

Key responsibilities

Individual giving donor engagement

- Deliver effective stewardship of all donors both new and existing – to include regular donors through our Friends scheme, one-off donors, community fundraisers and those making donations in memory/celebration.
- Be the first point of contact for all fundraising enquiries received through all channels (email, phone and post), providing efficient and effective supporter care.
- Using existing templates, send out stewardship correspondence via email and post, including thank you letters, confirmation of donation receipts, welcome, administrative letters, reactivation letters and confirmation of change of details.
- Ensure that all new Friends donors receive their welcome packs.
- Log and track all fundraising enquiries and complaints on the CRM,

- Regularly report back to Fundraising team at team meetings
- Keep accurate records of any costs incurred.

Process all donations

- Process all donations, one-off donations and Direct Debits received through the post, phone or online.
- input donor information onto CRM and payment provider gateways as required.
- Working with the Supporter Services and Database Officer, liaise with Finance Team to ensure income records are correct and reconcile with financial reports.
- Working with the Supporter Services and Database Officer and the Finance Team to ensure that gift aid is collected and the CRM records are up to date.
- Run reports on donations as required.

Data management and systems

- Ensure that records are accurate and kept up to date on our CRM database, Microsoft Dynamics.
- Support colleagues across the Fundraising team to maintain records efficiently and effectively for all contacts including Corporate Partners and Trusts & Foundations.
- Ensure data is correctly logged to allow segmentation for future fundraising campaigns.
- Become a confident user of the CRM
- Keep up to date with latest data protection requirements. ensuring that BookTrust operates within legal and best practice frameworks.

General Administration

- Provide administrative support to the Mass Engagement and the wider Fundraising team as required.
- Maintain individual giving portal, updating them on a regular basis.
- Maintain sensitive information and records with appropriate confidentiality.
- Provide regular progress reports on donor interactions and donations for wider reporting across the organisation.

General Duties:

- Be an active member of the Mass Engagement, Fundraising and wider Communications and Development teams, participating in and contributing to meetings, supporting colleagues and taking part in occasional fundraising events or activities during the day and out of hours.
- Act as an ambassador for the Mass Engagement Team internally and externally, delivering a high standard of service and responsiveness.
- To be committed to personal development.
- To carry out all duties in line with BookTrust policies and procedures and to be prepared to undertake additional reasonable duties, as required.
- To promote BookTrust and its vision and values in all activities, both internally while carrying out duties and externally, with stakeholders and the general public.

What kind of person are we looking for?

We are looking for an energetic and enthusiastic person who puts the donor at the heart of everything they do. They need to be flexible, as we are a small team so we need to be versatile and help each other; and ambitious, as there will be opportunities to get involved and contribute to a wide range of campaigns and activities.

The successful candidate will be highly organised, with experience of managing donations and providing donor stewardship.

As a member of the Mass Engagement team, you will be expected to be

- Collaborative - recognising the importance of establishing strong, effective relationships across BookTrust and externally with partners, to achieve best results.
- Adaptable – as the organisation and how we work is changing and evolving constantly.
- Curious – always seeking to learn from the data, research and industry best practice to challenge and improve how we do things.
- Courageous – willing to innovate and take risk trying and testing different ways of working, embracing positive learning from failure.

PERSON SPECIFICATION

Knowledge

- An understanding of customer service ideally within the charity sector
- An understanding of what fundraising from the public entails
- Some understanding of UK Data Protection laws

Experience

- Experience of working with databases
- Experience of communicating with customers / donors

Skills and abilities

- Good organization skills
- Accurate data entry skills
- An eye for detail and the ability to write accurate, grammatically correct communications.
- Excellent numeracy skills.
- Excellent IT skills, including Microsoft Office (especially Excel)
- Able to work unsupervised and as part of a team.

Other information

This is a part-time post, 21 hours per week worked on Monday, Tuesday and Wednesday. Hybrid working available, with a requirement to be in the Battersea office 1 to 2 days per week depending on work pattern. You may choose to work from home or the office on other days.

We expect our workforce to be flexible and there may be circumstances in which you will be required to work ad hoc additional days in the office to meet the operational needs of this role.

To apply, please submit your CV and a covering letter of no more than two pages outlining your suitability in relation to role and the person specification.

Other benefits

- 21 hours a week
- 28 days holiday plus public holidays, pro rata
- Employee Assistance Programme
- Pension scheme (7% employer contribution)
- 3 x salary life assurance
- Season Ticket loan scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

Our Commitment to Diversity and Inclusivity

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.