

Job Pack

April 2024

We are hiring a: Fundraising Executive

- **Application:** CV and covering letter to Lindsay Walrond at joinourteam@colostomyuk.org
- **Closing date:** Midnight on the 29th April
- **First interviews:** 3rd May online
- **Second interview:** 8th May at our offices in Winnersh

Terms and conditions

Job Title:	Fundraising Executive
Duration of contract:	Permanent
Hours:	35 hours per week
Probation period:	6 months
Salary:	£24,000-27,000 p.a.
Location:	100 Berkshire Place, Winnersh, Wokingham RG41 5RD Hybrid considered, with at least four days a month in the office
Holiday:	25 days' annual leave in addition to Bank Holidays, increasing to 30 days due to length of service
Reporting to:	Lindsay Walrond – Fundraising Manager

What we offer:

We have a range of benefits that we offer our employees, this includes:

- Private Health Care, including an employee assistance programme, remote GP, counselling, physiotherapy, medical diagnostics and treatment.
- Access to benefit platform for a wide range of discounts on everyday spends plus gym discounts.
- After two years of service, annual leave allowance increases by one day per year until you reach 30 days
- Season ticket loan
- 5% contribution to pension scheme
- An extra day holiday for your birthday and one day off a year to volunteer
- Training and development opportunities to support your learning and growth
- Fresh fruit in the office

About us

OUR PURPOSE - WHY WE'RE HERE

We exist to make a positive difference for anyone impacted by any kind of stoma or stoma surgery.

OUR WORK - WHAT WE DO

We became a registered national charity in 2006, but we've been here for people with stomas, their families, friends, carers and support networks since we were founded in 1967.

There are now over 200,000 people living with a stoma at any one time in the UK who benefit from the work that we do as we:

- Provide practical and emotional support and advice whenever it's needed.
- Run projects that empower and build the confidence to take on fresh challenges.
- Are a voice on the issues that matter, campaigning and advocating for ostomates' rights.

OUR VISION - WHERE WE'RE GOING

We want to live in a world where having a stoma presents no obstacles or barriers and carries no stigma.

A world where people can:

- Get the right information and advice, at the right time, at the right stage of their stoma journey.
- Have access to the facilities and resources they need when and where they need them.
- Live their lives to the fullest without fear of discrimination or prejudice.

Our Values

At Colostomy UK the way we behave matters to us deeply. In everything we do, we are guided by and strive to meet the following values:

SUPPORT AND EMPOWER

Two things matter more than anything else to us: supporting people with or about to have a stoma and empowering them to get the most out of life. For us, supporting and empowering people is also about finding new ways to do this, so we aren't complacent. Being innovative, creative, courageous, and tenacious is in our DNA.

KNOWLEDGE

We are stoma experts. This is no empty claim, but backed by the collective knowledge we have accumulated since we were founded in 1967. And, because we prize learning, we add to this knowledge every day. We know all about the many ways in which having a stoma can impact on life. We know the challenges, we know the fears, we know the concerns and the worries. We know the ups and the downs. We also have the know-how to help, reassure, and support.

COMPASSION

We are compassionate and caring. We know what it's like to go through stoma surgery and what a struggle it can often be to get life back on track afterwards. We understand how even the small things can have a big effect on someone's wellbeing. We don't judge, instead we are patient, respectful and understanding listeners.

INCLUSIVITY

The diseases, illnesses and injuries that make stoma surgery necessary don't discriminate and nor do we. People from all walks of life, all cultural and religious backgrounds, and all ages, even babies, have stomas and we are here for every single one of them. For us, inclusivity is also about understanding things from different points of view. Doing this helps us to shape the support we offer, making sure that we can respond in positive, meaningful, and impactful ways to the many and varied needs of people with stomas.

TOGETHERNESS

Our strength comes from engaging with others. We've been doing this throughout our history. It's by working collaboratively with healthcare professionals, people with stomas, local government, businesses, and other organisations, that we fulfil our purpose. We believe that the way to achieve our vision is by sharing problems and solving them together.

The role

As the Fundraising Executive you will work to grow income through developing our community engagement, attracting, building and managing relationships with a range of supporters (individual donors and fundraisers, community groups, local businesses, volunteers etc). You will lead on the stewardship of events and challenges, including our annual Step Up campaign, by supporting individuals and groups to raise funds through fundraising activities. The post-holder will also support the recording of donations, send appropriate acknowledgements, review fundraising materials, and prepare fundraising content for social media, our website and our quarterly magazine, *Tidings*.

We are looking for a motivated, confident individual with strong organisational skills and an impeccable attention to detail, who is passionate about supporting people living with stomas. The successful applicant will be expected to have a broad understanding of a range of income generation methods and communication styles, and the third sector.

You will be joining a collaborative and innovative team of individuals who put our community first and are connected by a passion to make a real difference. We offer the opportunity for professional development across a range of fundraising disciplines, including community, individual giving, digital, legacy and corporate, as well as the potential to support fundraising from charitable trusts. The right candidate will be in a prime position for career progression as we grow our small team.

Practicalities

This role may involve overnight stays, early mornings, evenings and weekends so flexibility is a must.

There's an expectation that you will be based at our head office in the first few weeks in post to aid a successful induction period. Following this, you may continue to be office-based full time, or work on a hybrid basis, with at least four days a month spent in our head office (RG41).

Core role responsibilities

- Working alongside the Fundraising Manager to implement the fundraising strategy, with a focus on building unrestricted income
- Donor stewardship, including recording and thanking for donations, and other supporter communications, to encourage long-term, repeat support – engaging existing supporters, making them feel valued, proud, and committed to supporting the charity
- Working with our supporters to organise and host interesting activities and events in the community and digitally, to significantly increase fundraising income; ensuring excellent support of their activities during planning and delivery, and arranging attendance from the Colostomy UK team and volunteers as appropriate
- Preparing appealing fundraising materials and content for all types of communications
- Representing and raising the profile of the organisation externally by giving presentations and promoting the need for fundraising among different audiences
- Working with the Marketing & Social Media Executive to ensure fundraising is included in our public-facing communications, to supporters and audiences on social media, in newsletters and on other channels; ensuring our website, social media channels and print material are kept up to date with fundraising news and activities that inspire engagement and giving
- Working with our Volunteers Manager, Community Liaison and Volunteers to promote and encourage participation in fundraising activities
- Working with our Editor & Writer on fundraising content for our support magazine
- Supporting fundraising with analysis and reports to enable us to continue to build and improve our profile; monitoring engagement and conversions from different fundraising campaigns
- Maintaining accurate supporter records in our CRM system
- Helping to develop other methods of income generation and keeping on top of current trends and best practice in fundraising
- Undertaking informal and formal training as agreed, to benefit your professional development and Colostomy UK
- Maintaining an understanding of trends affecting ostomates and preparing communications accordingly

Skills, Experience and Person Specification

<u>Experience</u>	<ul style="list-style-type: none"> • Fundraising experience gained across relevant fields • Experience of stewarding supporter relationships, and the development of individual giving programmes • Experience in engaging with community groups (Rotary Clubs, sports clubs, schools etc) • Experience in planning, organising and delivering fundraising campaigns and activities, including digital
<u>Skills</u>	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Copywriting, editing and proofing skills • Impeccable attention to detail • Excellent organisational and time-management skills • Excellent presentation, analytical and administrative skills • Ability to think creatively about fundraising ideas • Understanding of social media and its application for fundraising
<u>Technical skills</u>	<ul style="list-style-type: none"> • Proficiency in the use of Microsoft 365, SharePoint, Office, Teams and Outlook, with advanced knowledge of Word, Excel and PowerPoint • Knowledge and experience of using a CRM system (CiviPlus or similar) • Proficiency in WordPress, Mailchimp and Google Analytics would be beneficial • Conversant in the use of image manipulation software, such as Photoshop • Technical knowledge and understanding of the purpose of SEO • Experience of social media tools and communities, such as: <ul style="list-style-type: none"> ○ Preparing social media and communication campaigns and strategies ○ Preparing engaging text, image, and video content, tailored to discrete audiences
<u>Personal qualities</u>	<ul style="list-style-type: none"> • Confident, professional and approachable, equally comfortable and articulate on the phone, in emails and in person • Collaborative, with the ability to build great relationships both internally and externally • Knowledge of the principles of good supporter care and generating income from community sources • Interest in applying research skills to identify quality new fundraising leads • Understanding of the charity sector and emerging trends in fundraising • Understanding of the issues facing people living with hidden disabilities • Understanding of regulations that affect fundraising activity, including the Code of Fundraising Practice & GDPR • Commitment to performing all duties with full regard to equal opportunities and health and safety policies

The above serves as a guide and is not exhaustive; all of our team are hands on, and you too will be expected to undertake other duties. You will be working as part of a small, friendly team and may be asked to provide extra support in the office during busy periods.

To apply

Please send your CV and a one page covering letter to Lindsay Walrond, Fundraising Manager, at joinourteam@colostomyuk.org by midnight on **29th April 2024**.

In your cover letter, please tell us:

- About your relevant experience
- What skills and qualities you will bring to the role
- Why you'd like to work for us
- Where you saw the job advertised

If you're interested in applying and would like to work with us, but are unsure if you have the right skills and experience we'd still love to hear from you – we don't expect everyone to meet all of the criteria listed.

If you would like to discuss the role, you can call Lindsay Walrond (Fundraising Manager) on 0118 918 0501.

If you require any adjustments during the interview process, please let us know.

An enhanced DBS disclosure will be required for this post and all applicants must be eligible to work legally in the United Kingdom.

Colostomy UK is an Equal Opportunity Employer. Our policy is clear: there shall be no discrimination on the basis of age, disability, sex, race, religion or belief, gender reassignment, marriage/civil partnership, pregnancy/maternity, or sexual orientation.

We are an inclusive organisation and actively promote equality of opportunity for all with the right mix of talent, skills and potential. We welcome all applications from a wide range of candidates. Selection for roles will be based on individual merit alone.