

# FUNDRAISING OFFICER



## ABOUT THE SHRINE

For centuries, the Shrine of Our Lady of Walsingham in Norfolk has welcomed pilgrims, visitors and communities seeking reflection, connection and renewal.

It remains one of the UK's most significant centres of pilgrimage.

Each year, we receive around 10,000 residential pilgrims and over 300,000 visitors. Our work also includes education programmes, school visits and resources to support the teaching of Christianity in schools and parishes. We are committed to being a place of welcome for all, with particular care for those who come seeking hope, support and a sense of belonging.



## FUNDRAISING AT THE SHRINE

The Shrine is supported by donations, membership, legacies and grants, and receives no statutory funding.

We are now establishing a more structured and professional approach to fundraising and this role will play an important part in supporting the delivery of that activity and helping to build a sustainable income base for the future.

## WHY THIS ROLE NOW

As the Shrine develops a more proactive approach to fundraising, we are looking for someone who can help ensure that activity is well-organised, consistent and effective.

This is an opportunity to join at an early stage and help build the systems, processes and supporter relationships that will underpin long-term growth.

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## JOB DESCRIPTION AND TERMS AND CONDITIONS

|                       |   |
|-----------------------|---|
| Job Description:      | Fundraising Officer   |
| Line Manager:         | Director of Engagement and Education  |
| Salary:               | £40,000-£45,000 per annum (pro rata if part time)   |
| Normal place of work: | The Shrine of Our Lady of Walsingham, Norfolk, with some flexibility for hybrid working (1-2 days per week remote)  |
| Hours:                | 40 hours per week<br>(may include weekends and Bank Holidays as required)   |
| Holiday:              | 25 days plus 8 Bank Holidays (those worked can be taken off in lieu)  |
| Terms:                | An initial 6 months. The appointment to be confirmed, if satisfactory, after that period. Notice period - 8 weeks   |
| Pension:              | The company operates a contributory pension scheme, the post holder contributing one third of the premium up to a maximum of five percent of salary.  |
| Meals:                | During the Pilgrimage Season (1 February to 8 December) meals will be free of charge from the pilgrim refectory menu on the days the post holder is on shift.   |
| Equal Opportunities:  | We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.                                  |
| Health and Safety:    | All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must help us to apply our general statement of health and safety policy.  |
| Safeguarding:         | WCTA Ltd is committed to safeguarding and protecting the welfare of children and young people and expects all staff and volunteers to share this commitment. A satisfactory DBS check will need to be returned prior to commencement of employment. |



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## PURPOSE OF THE ROLE

To support the delivery of fundraising activity, ensuring that campaigns, communications and supporter relationships are well managed and professionally delivered.

The role combines project coordination, communications and relationship support, and would suit someone who is organised, proactive and comfortable managing multiple workstreams.

## KEY RESPONSIBILITIES

### *Supporter and Membership Engagement*

- Support the day-to-day running of the Shrine's membership programme
- Maintain accurate records and ensure timely communications
- Help build stronger relationships with supporters

### *Campaign and Project Delivery*

- Support the delivery of fundraising campaigns and appeals
- Coordinate communications across print and digital channels
- Track responses and help monitor performance

### *Trusts and Grants*

- Research potential funders
- Draft applications to smaller trusts (typically up to £5,000)
- Manage deadlines and reporting requirements

### *Communications and Content*

- Support the creation of newsletters and supporter updates
- Assist with writing and editing fundraising communications

### *Donor Research and Support*

- Carry out research to identify potential supporters
- Prepare briefing materials for meetings and events

### *Events and Stewardship*

- Support the organisation of fundraising events
- Help manage invitations, guest lists and follow-up
- Ensure donors are thanked and kept informed

# FUNDRAISING OFFICER



## *Systems and Administration*

- Maintain accurate supporter data
- Support the development and use of fundraising systems

## *Compliance*

- Ensure activity complies with fundraising regulations and data protection requirements

## PERSON SPECIFICATION

We are open to candidates from a range of backgrounds. You may have worked in fundraising, events, communications, administration or another relevant field.

We are particularly interested in candidates who can demonstrate:

- Strong organisational skills and attention to detail
- Ability to manage multiple tasks and deadlines
- Clear and confident written communication
- Good interpersonal skills and a collaborative approach
- Confidence in working with data and systems

## PERSONAL QUALITIES

- Proactive and willing to take initiative
- Professional and reliable
- Able to work both independently and as part of a team
- An interest in the Shrine's work and purpose



## HOW TO APPLY

Please complete the attached application form and return to:

Caroline Ward, The Director of Engagement and Education  
via email: [c.ward@olw-shrine.org.uk](mailto:c.ward@olw-shrine.org.uk)

Closing Date: Friday 24<sup>th</sup> July 2026