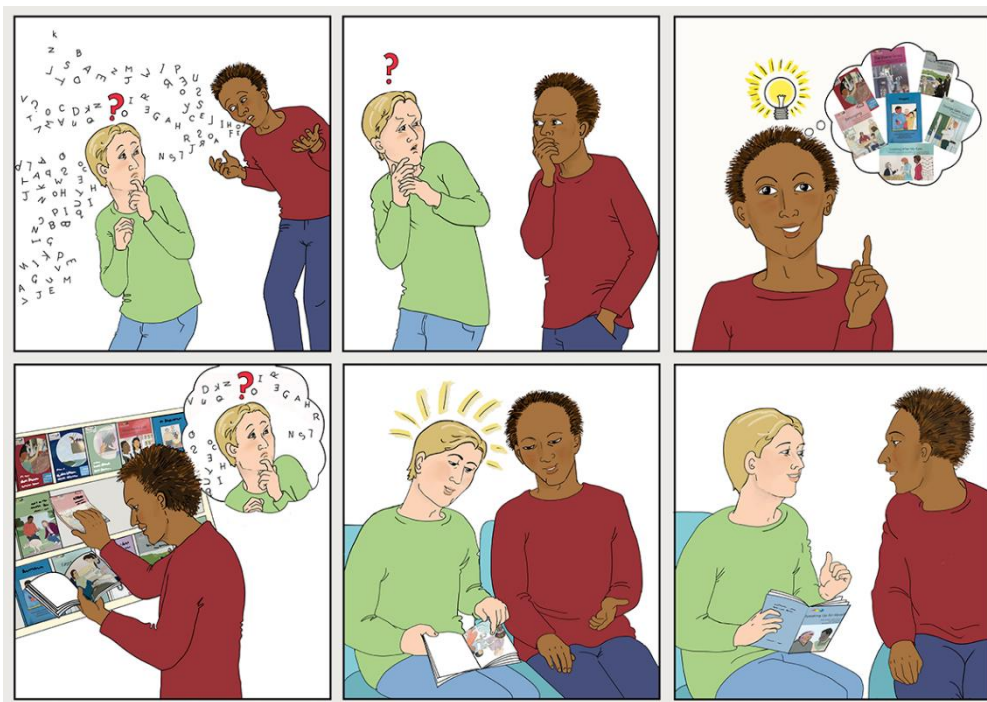


# Beyond Words

## FUNDRAISING OFFICER JOB PACK



“Visual images have the power to bring our senses together simultaneously and to impact viscerally our emotions.” - Brian Kennedy



**August 2024**

Dear Applicant,

Thanks for considering a role with Books Beyond Words.

We are looking for a Project Coordinator, an Office Coordinator and a Fundraising Officer to join our small team. These roles are all part-time but could potentially increase their hours if we secure more funding. As we are a small charity, all our team roll their sleeves up and support each other, and we have an active Board of Trustees that support the work of the organisation.

This is an exciting time to join the charity as we expand our reach and impact. Last summer we moved into new premises on Leatherhead High Street and secured funding from the National Lottery to launch 300 new Book Clubs in England. Our Open Book project with schools has recently been evaluated as having a 94% positive impact on the emotional wellbeing of pupils. You will be based in our office and have the option to work some days from home if required. We welcome disabled candidates and will consider flexible working arrangements.

This application pack contains details of the **Fundraising Officer** role.

Please submit a CV detailing your experience along with a cover letter that sets out how you fulfil the Person Specification for the role that you're applying for. Please also state when you are available to start work. These two documents together should not be more than 4-sides of A4. Please email me by midday on **Monday 12<sup>th</sup> August**.

Interviews will take place on Wednesday 21<sup>st</sup> August.

Remember to state clearly in the email and the covering letter which role you are applying for.

I look forward to receiving your application!

Katie Smith

Chief Executive, Beyond Words

Email: [admin@booksbeyondwords.co.uk](mailto:admin@booksbeyondwords.co.uk)

Stories are important. They help us reach out to the people around us, to understand the world, and think about our feelings. Through the power of pictures in our word-free books, we help people share.



## **The Job**

**Position:** Fundraising Officer

**Responsible to:** Communications Manager

**Hours:** 0.5FTE (FTE 37.5hrs) 2.5 days per week, or 5 days per fortnight. With the potential of increased hours with successful fundraising

**Workplace:** Leatherhead - Flexible working arrangements will be considered sympathetically.

**Contract:** Permanent

**Salary:** £25,000 - £27,000 pro-rata (0.5 FTE)

**Annual leave:** FTE 22 days plus bank holidays (pro-rata) plus 3 days at Christmas

**Pension:** A contributory pension scheme (NEST) is available after three months; employer contribution is 5% and employee 5%.

**Probation:** This post is subject to a three-month probationary period.

## **Overview**

A Fundraising Officer plays a key role in supporting the charity's fundraising efforts by assisting with the planning, coordination and execution of fundraising campaigns. This role involves managing donor communications, maintaining donor databases, and helping to secure funding to support the charity's mission.

## **Person Specification Skills and Experience**

Our small charity is looking for a charity fundraiser who has a real passion and commitment for enabling people with learning disabilities, and other communication difficulties, to understand the world they live in through the medium of picture stories.

You will:

- Have great interpersonal skills and thrive at building relationships.
- Be able to work unsupervised and to identify ways to reach your financial targets.
- Have excellent communication skills, especially the ability to write inspirational applications.
- use your emotional intelligence to present powerful case studies that connect with potential donors.
- Be creative and entrepreneurial, able to find new ways to raise funds for Beyond Words.
- Ideally have family, voluntary or professional experience with people with learning disabilities.

We are an equal opportunities employer and welcome applications from people with disabilities, neurodiverse applicants and those who are seeking flexible employment.

A basic DBS check will be required for this role.

This is a key role within the charity and is a great opportunity for someone wanting to build experience across all areas of fundraising, as well as grant-making.



## **Fundraising Officer – Job Description**

To support Books Beyond Words in the development and execution of fundraising initiatives, under the direction of the Chief Executive.

Beyond Words creates word-free picture stories that transform the lives of people with learning disabilities by making information accessible. As it is a small charity, this role is very hands-on, encompassing strategy and delivery.

### **Key Responsibilities**

Manage Trusts & Foundation Grant Process (Target: £400k per annum)

- Identify appropriate ways to present the work of Beyond Words to potential funders.
- Ensure a robust pipeline of potential trusts, foundations and corporate grant opportunities.
- Maintain a calendar of grant application deadlines and other key dates.
- Prepare and submit grant proposals.
- Maintain a record of fundraising applications and successful grants, following up as needed and recording when reports are due.

Individual Donors (Target: £15k per annum)

- Identify and research potential individual donors
- Ensure regular and effective communication, including timely thanking for all gifts and grants received.
- Respond to donor enquiries and provide information about the charity's programs and impact.
- Assist in the development and execution of donor stewardship programs as required.
- Maintain and update systems for tracking prospects and donors, ensuring accuracy and confidentiality of donor information.

Fundraising Campaigns & Events (Target: 5k per annum)

- Develop and maintain a robust prospect pipeline.
- Assist the Communications Manager in the creation of compelling fundraising materials, including flyers, emails and social media content.
- Assist in the implementation of fundraising campaigns and initiatives.
- Organise activities that aim to increase awareness and generate donations.
- Track and report on fundraising progress, including donor contributions and campaign performance.

With the Fundraising Task Force and CEO, you will explore and implement opportunities to diversify income generation, contributing to the development of the fundraising strategy

As this is a small charity, all staff are expected to respond flexibly to the needs and opportunities that arise from time to time and are therefore expected to be willing to perform such other duties as the CEO may reasonably require.