

## Recruitment Pack

### Job Description

<b>Role:</b>	Fundraising Officer (Community Fundraising)	
<b>Location:</b>	Hybrid working – There is flexibility in this for the right candidate as long as it works for them and the Charity. Staff local to the SUDEP Action office (Wantage, Oxfordshire) tend to work there 2-days a week, though more remote staff members do so once every 6-weeks for our whole staff days.	
<b>Contract type:</b>	Permanent	
<b>Accountable to:</b>	Fundraising Manager / Chief Executive	
<b>Salary:</b>	£24-34k per year (depending on experience)	
<b>Hours:</b>	35 per week (Part-time at 3-4 days considered)	
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• 25 days annual leave plus bank holidays (rising after two years)</li> <li>• Pension scheme (3% employer's contribution)</li> <li>• Flexi time scheme</li> </ul>	<ul style="list-style-type: none"> <li>• Birthday leave</li> <li>• Medicash healthcare scheme</li> <li>• Ride to work scheme</li> <li>• Training opportunities</li> </ul>
<b>Probation &amp; Notice</b>	<ul style="list-style-type: none"> <li>• 3-month probation period</li> <li>• 1-month notice period</li> </ul>	

### Who are SUDEP Action?

We are a national charity with global reach and near 3-decades experience of working directly with people bereaved by epilepsy, researchers, policy makers and health professionals. We fight to make epilepsy & bereavement services better, and campaign for policy change that will help end preventable epilepsy deaths, including SUDEP (Sudden Unexpected death in Epilepsy).

We are the only charity who provide a dedicated expert epilepsy bereavement support service to people who have experienced an epilepsy death. Our bereavement services are unique and world-renowned, providing free telephone support, involvement in research, counselling and advice/guidance through inquests and investigations.

We are responsible for getting SUDEP recognised by epilepsy organisations, the medical profession and Government. We want to see a future where all health professionals, people with epilepsy & their families know that epilepsy comes with risks, but that for many people, positive actions can be taken to reduce them. This information can prevent deaths and help people with epilepsy to live safer lives.

Research into epilepsy deaths is often overlooked for major funding - however at SUDEP Action, we prioritise this. We support and fund research that supports change 'on the ground'. Our 3 main research projects are the SUDEP and Seizure Safety Checklist, our EpSMon app and the Epilepsy Deaths Register.

Our supporters, many of which have been suddenly bereaved by epilepsy, are at the heart of the work we do – their experiences shape our work, and the connections we make with them are personal, tailored to their needs, and often long-term.

We are a team of 13 but have exciting plans to grow over the coming years so we can achieve our ambitious strategy. Most of our team are based near our office in Wantage (Oxfordshire), though we have members of the team based in Wales, London, Buckinghamshire and Kent.

## Why what we do is important:

- At least 21 epilepsy deaths happen each week in the UK.
- Up to 80% of epilepsy deaths are thought to be preventable with improved access to information and healthcare services/treatments.
- Up to 50% of these are SUDEP (Sudden Unexpected Death in Epilepsy - when someone with epilepsy who is otherwise well dies suddenly and no other cause can be found).
- Many of these deaths happen in people who are young and otherwise healthy.
- Despite the risks linked to epilepsy deaths being well researched, many people with epilepsy and their families still aren't told about them, so can't take steps to reduce them. Half of the bereaved people completing our Epilepsy Deaths Register were unaware epilepsy could be fatal before their loved one died.
- Yet research has also shown that regular risk communication and reviews can help people with epilepsy to lower their risks and live safer lives.

For more information and our annual report, visit our website: [www.sudep.org](http://www.sudep.org)

## About the role:

Are you passionate about motivating and supporting people to take part in a wide range of fundraising events? Do you have a proven track record of engaging positively over time with donors throughout their journey alongside a charity? Are you a positive, skilled communicator with an eye for detail and an ability to get 'stuck in'? If so, this role could be for you.

Working both independently and with the wider team you will deliver a high-quality community fundraising service. We're looking for someone who has worked in a fundraising department and/or similar role before, preferably in the charity sector. Engaging confidently with people and feeling comfortable in adapting your approach to different audiences is a key skill for this role - whether they are major donors, corporates or community fundraisers. This is particularly important as many of our supporters & fundraisers are bereaved.

Building positive supporter connections is at the heart of what we do at SUDEP Action, so setting a positive example of this through your plans and actions, and demonstrating the importance of maintaining strong, personalised supporter relationships is key. You'll know how to follow processes to record, monitor and evaluate supporters' engagement with community fundraising activities, so this feeds back into how the charity operates.

Much of the charity's income comes from our motivated and passionate supporters, so this role is a key part of income generation. The successful candidate will be able to build on current processes and successes to grow our engagement across all fundraising activities, platforms and campaigns. Experience of bid/grant writing would be desirable.

**Applications open: Thurs 25<sup>th</sup> April**

**Closing date for applications: 1pm Thursday 23<sup>rd</sup> May**

**Interviews: W/C 27<sup>th</sup> May (exact dates tbc)**

## **Main responsibilities:**

### Community Fundraising

- Provide tailored support to all our community fundraisers for their fundraising events – building effective relationships to motivate their engagement and fundraising.
- Strengthening donor/fundraiser engagement over time via a range of strategies and positive engagement e.g. to show appreciations and thanks.

### Fundraising Campaigns

- Assist with creating, growing and running SUDEP Action fundraising campaigns (e.g. our Light up the Sky and My Way to 5K events), engaging with fundraisers throughout the process (from registration to completion).
- Support the design and launch of annual fundraising campaigns, both existing and new, and associated administrative tasks such as mailing list preparation, thank you letters and distribution of campaign items. This includes fundraising input to SUDEP Action annual campaigns such as Purple Day or SUDEP Action Day.

### Building & Maintaining Relationships

- Create and maintain long-term relationships with supporters.
- Tailoring supporter contact to suit their needs and experiences – recognising the need to act sensitively, personally and with empathy, especially with bereaved supporters.

### Regulatory, Financial & Reports

- Ensure all fundraising activities are compliant with regulatory/legislative requirements (eg: the Fundraising Regulator and Charity Commission). Keeping up to date with best practices.
- Ensure that full fundraising records are up-to-date and comply with GDPR.
- Inputting, analysing & monitoring fundraising income data – working with the team to produce monthly/quarterly reports.
- Collect, process and evaluate fundraising data/activities to find patterns and other insights to inform and improve funding income channels.

### Grants and Bids

- Identify opportunities to develop funding support from companies and organisations (at local, regional and national levels) e.g. charity of the year, high-level donations/giving.

### In Memory Giving

- Monitoring donations from the following: one-off donations, regular giving, Much Loved tributes, major gifts and legacies. Engaging with supporters who donate via these methods.

### General

- Responding to fundraising queries via email and phone in a timely manner.
- Involvement in communications activity to promote our fundraising activities eg: social media, newsletters, website.

## **Things we all do at SUDEP Action:**

- Act as a champion internally and externally for the work of SUDEP Action
- Attend and assist at SUDEP Action events and activities as required (this involves very occasional evening/weekend work)
- Adhere to SUDEP Action's policies and procedures
- Other ad hoc duties on occasion as required

## What we are looking for:

### Essential:

#### **Fundraising skills:**

- ✓ Minimum of 2 years' experience in a similar community fundraising role
- ✓ Experience of working with a wide range of donors including community fundraisers, major donors, companies and trusts
- ✓ Proven track record of income generation
- ✓ Experience of developing and supporting fundraising campaigns
- ✓ An understanding of fundraising regulations and best practices for charity fundraising
- ✓ Knowledge and experience of Salesforce or similar CRM system

#### **Additional skills:**

- ✓ Excellent written and verbal communication skills
- ✓ Excellent organisational skills, attention to detail, and the ability to manage a busy and varied workload with a positive can-do attitude
- ✓ Excellent interpersonal, networking and relationship building skills
- ✓ Experience of working with a wide range of people and organisations, and an excellent team player
- ✓ Excellent IT skills including Microsoft Office and Teams
- ✓ A good standard of general education, educated to at least 'A' Level standard

### Desirable:

- ✓ Experience of successful bid writing
- ✓ Experience of managing sometimes emotionally demanding work, and sensitively communicating with a wide range of audiences, including bereaved supporters

## What happens next:

Interested? Please send us a CV and cover letter showing us why you want to work at SUDEP Action, why you think you are a great candidate for this role, and why your skills and experiences make you a good fit. It doesn't have to be long, 1-2 pages at most, but should give specific examples to demonstrate your suitability to the role. **Please note we will not accept applications without a covering letter which clearly covers this.**

SUDEP Action is an equal opportunities employer, and we're committed to treating applications fairly. Initial shortlisting for interview is done blind (the hiring team receive anonymised versions of your CV/Letter).

If you are shortlisted for this role, you'll receive an invitation for the next stage (a face-to-face interview). We'll send you details on anything you need to prepare. There will be a skills-based task either before or during interview. We usually have a maximum of a three-stage process before a final decision is made.

If you require any reasonable adjustments to be made as part of the application process, please email us via [sarah.harris@sudep.org](mailto:sarah.harris@sudep.org) and we'll discuss this further with you.