

# Community Fundraiser Officer

## Job description

**Responsible and reports to:** CEO

**The post is home based.**

The post is offered on a pro-rata basis of 15 hours a week. (2 day p/w) for 6 months from the start date and review after the end date for an additional 6 months. Flexible working hours during the week.

**Salary:** FTE £25,000 a year

**25 days holiday per year (Pro-rata)**

Yes to Life empowers people with cancer to make informed decisions about their care options. For almost two decades, we have provided evidence-based information to those in need.

We believe in the benefits of a positive approach. Of course, a cancer diagnosis is frightening, but instead of talking about 'victims' and 'battling with disease', we feel that forward-looking optimism is crucial. We have seen the realistic hope that results from gaining access to information, and from being empowered to explore your individual needs and make your own choices to manage your condition, as you see fit.

Our role is to help people to decide what they want to do to help themselves – by providing information and referring them to qualified experts – and then to support them in their chosen path.

2024 marks the celebration for a very special year. Our 20<sup>th</sup> Anniversary Year, and we are looking for an enthusiastic community fundraiser to engage with donors and fundraisers to help with all the events that will happen during the year.

### Job purpose

- To represent Yes to Life work, vision, and mission through the delivery of campaigns and fundraising initiatives.
- To work across the different fundraising channels (Community, Fundraising Events, and Individual Giving) to deliver the agreed financial targets.
- To build relationships with donors and fundraisers and offer stewardship that offers the best possible experience of supporting Yes to Life, increasing loyalty and further support.
- To attend fundraising events as required
- To work with the CEO and the rest of the Yes to Life team to develop new and imaginative fundraising activities using sector trends and insights.

## **Key responsibilities**

- Work within agreed budgets to achieve the fundraising financial targets.
- To steward our fundraising supporters to maintain engagement and build loyalty.
- To provide a highly personalised approach to supporting Yes to Life's fundraisers ensuring our supporters receive a positive experience throughout their fundraising activity including sending thank you communications and ongoing stewardship.
- To organise and deliver a calendar of fundraising activities that creates opportunities for supporters to engage with our 20<sup>th</sup> Anniversary Year celebrations and ensure participation and income targets are achieved.
- To develop the charity's social media fundraising activity in collaboration with the Social Media Manager
- Collaborate closely with the CEO and the Marketing and Comms Trustee, to help plan and develop multi-channel campaigns including on and offline activity that inspire and engage existing and new supporters.
- To work with the CEO and the Marketing and Comms Trustee to produce campaign materials, share interesting stories and fundraising updates. Prepare content for newsletters, website, and social media.
- To ensure accurate recording of supporter information and reporting on activity through:
  - Updating the charity's database, e-tapestry, recording all donor contact and fundraising activity.
  - To prepare regular income reports and updates as required.
- To keep up- to- date and comply with the rules as set by the Fundraising Regulator, GDPR (General Data Protection Regulation) and other relevant legislation and codes of practice and good practice.
- To keep up to date with changes and trends in the UK fundraising environment
- To undertake any other tasks required.

## **Person Specification**

### **Qualifications, knowledge, and experience**

#### **Essential**

- Demonstrable experience in Community Fundraising, Supporter Stewardship and Individual Giving.
- Proven record of accomplishment in delivering and meeting targets
- Self-motivated and able to work on own initiative.
- Well organised with attention to detail
- Ability to inspire and influence others to support Yes to Life
- Ability to manage several projects and tasks simultaneously and skilled at prioritising.
- Excellent verbal, written and presentation skills.
- Strong numeracy skills and ability to forecast and analyse fundraising results.

- Decisive and quick problem solver with the ability to adapt easily to change.
- Innovative outlook and a willingness to suggest new ideas.

**Desirable**

- Experience of producing fundraising reports for activity and outcomes
- Proven experience in delivering timely fundraising campaigns and initiatives.
- Fundraising database experience – preferably e-tapestry

**Other**

- Some travel to events will be required.
- Willing to work flexibly.