

**Job Title****Fundraising Officer****Department**

Fundraising

**Reports To**

Head of Business Development

**Purpose of the Role**

The Fundraising Officer is a key contributor to the organisation's income growth and supporter engagement strategy.

Working across multiple income streams, the postholder will support the development and delivery of high-impact fundraising campaigns, compelling cases for support, and meaningful donor communications. With a strong focus on Regular Giving growth and supporter stewardship, the role plays an important part in strengthening long-term financial sustainability.

This is a proactive role requiring strong content development skills, attention to insight and performance, and the ability to contribute to continuous improvement in fundraising systems and processes.

**Key Responsibilities****Fundraising Strategy Delivery & Campaign Development**

- Contribute to the planning and delivery of integrated fundraising campaigns and appeals aligned to income targets and organisational priorities.
- Develop persuasive, audience-focused content including appeal letters, emails, impact reports, case studies, digital copy, for campaign materials you are responsible for.
- Support the coordination of campaign timelines, ensuring activity is delivered on schedule and aligned across channels.
- Monitor campaign performance data and contribute to evaluation and learning to inform future activity.
- Support the development of compelling cases for support tailored to different audiences and income streams.

**Regular Giving Growth & Supporter Experience**

- Support delivery and continuous improvement of the Regular Givers strategy, with a focus on acquisition, onboarding, engagement, and retention.
- Contribute to the design and delivery of supporter journeys that strengthen long-term relationships and lifetime value.
- Develop stewardship communications that demonstrate impact and build trust with supporters.
- Maintain high-quality supporter data to enable informed decision-making and personalised engagement.

**Income Stream & Proposal Support**

- Support activity across individual giving, trusts and foundations, corporate, and community fundraising as required.

- Assist in the preparation and submission of funding applications and proposals, ensuring quality and consistency of messaging.
- Undertake prospect research to identify potential funding opportunities and inform cultivation strategies.

### **Fundraising Operations & Performance**

- Contribute to effective CRM use, data integrity, and reporting processes to support income forecasting and performance monitoring.
- Support internal coordination to ensure fundraising activity aligns with wider organisational priorities.
- Identify opportunities to improve processes, systems, and supporter communications.

### **Impact of the Role**

The Fundraising Officer strengthens the organisation's fundraising capability by ensuring campaigns and supporter communications are strategically aligned, insight-led, and delivered to a high standard.

Through high-quality content, effective stewardship, and performance-informed delivery, the postholder contributes directly to income growth, supporter retention, and long-term sustainability.

The role enables the Business Development function to operate efficiently and strategically, supporting growth ambitions while enhancing supporter experience.

### **Person Specification**

#### **Fundraising Officer**

#### **Experience & Knowledge**

##### **Essential**

- Experience contributing to income-generating activity within a fundraising, communications, or business development environment.
- Experience supporting Regular Giving or donor engagement programmes.
- Understanding of donor stewardship, supporter journeys, and retention principles.

Experience developing written content for fundraising campaigns, appeals, or donor communications.

- Experience working with databases or CRM systems to support income tracking and reporting.
- Experience managing competing priorities and delivering work to deadlines.

##### **Desirable**

- Experience within a charity or not-for-profit setting.
- Experience supporting funding applications or grant proposals.
- Experience undertaking prospect or funder research.
- Understanding of performance metrics in fundraising or marketing contexts.

#### **Skills & Abilities**

##### **Essential**

- Excellent written communication skills with the ability to adapt tone for different audiences and channels.

- Ability to translate impact into compelling fundraising narratives.
- Strong organisational and project coordination skills.
- High level of accuracy and attention to detail.
- Analytical mindset with the ability to interpret performance data.
- Ability to work independently and contribute positively within a collaborative team environment.

#### **Desirable**

- Experience using CRM systems for segmentation and reporting.
- Understanding of digital fundraising or marketing principles.
- Design or content formatting experience (e.g. Canva or similar tools).

#### **Personal Attributes**

##### **Essential**

- Proactive and solutions-focused.
- Collaborative and relationship-oriented.
- Committed to high standards and continuous improvement.
- Enthusiastic about fundraising and supporter engagement.
- Committed to equality, diversity, and inclusion.

##### **Desirable**

- Creative thinker with strong storytelling instincts.
- Ambitious to develop within fundraising or business development.