

### Job Description

<b>Job Title:</b>	Senior Fundraising Executive
<b>Service:</b>	Fundraising
<b>Reporting to:</b>	Head of Individual Giving
<b>Salary:</b>	£30k - £33k pa including London weighting
<b>Work Pattern:</b>	35 hours per week with occasional evenings
<b>Contract:</b>	Permanent

Coram is the UK’s longest-serving children’s charity, having been established in 1739 as the Foundling Hospital by Captain Thomas Coram. We aim to give children the best possible start in life and have been finding new ways to help them for 280 years. Today, we are a group of charities and charitable companies and have a strong reputation within the children’s care sector. Coram is a leader in adoption and fostering, children’s health education, therapy, child and family law, and advocacy for those in and leaving care. We also have an in-house academic team and we promote best practice to government, local authorities, other children’s organisations and professionals.

Coram’s Fundraising Team raises funds for the charity – the Individual Giving team has responsibility for supporter care, customer service and donor administration and managing our supporter database. Coram has been growing its investment in Individual Giving for a number of years, has a loyal and very generous supporter base and an ambition to see this grow and develop further by embracing new ideas. The team has an exciting future and this role will play a key part in its success.

We are now seeking a highly motivated individual with a commercial outlook to join the team to work on a range of supporter care, direct marketing and database activity. This is an ideal opportunity for someone to develop their fundraising skills in direct marketing, existing customer service and database skills. .

**Purpose of role:**

To produce engaging content to our supporters to inspire them to support through direct marketing campaigns, manage and deliver excellent supporter care, customer service and donor administration, assist in the development and effectively manage our supporter database (Raiser’s Edge), ensuring robust policies and procedures are implemented.

## Main Duties & Responsibilities:

### Direct Marketing

- Develop and deliver multi-channel marketing plans, liaising with internal teams and external suppliers/agencies to ensure all activity can be delivered within agreed timelines and budgets.
- Ensuring marketing activity includes digital elements where effective.
- Monitoring marketing activity, reporting on agreed KPIs.
- Monitoring sector trends to identify new opportunities.

### Campaign management

- Completing relevant campaign management documents including project plans, internal and external briefs.
- Leading campaign kick-off, delivery and retrospective meetings, ensuring campaigns meet internal and external deadlines.
- Monitoring expenditure to ensure campaigns are within budget and are cost-effective.
- Coordinating data selections, submitting briefs, checking that data is handled sensitively, confidentially and is GDPR compliant.

### Supporter journeys

- Using supporter feedback and measuring response rates to understand the most effective and engaging content for different types of supporters.
- Working with the group charities to source case stories.
- Developing the timeline and content for stewardship communication journeys for print, email, social media and telephone channels.
- Monitoring supporter journey results and suggesting improvements to test.
- Develop and embed cross-team engagement journeys that are data and insight-led, measurable and integrated across the IG, Legacy, In Memory and wider fundraising programmes.
- Develop content and manage the delivery of digital communications (primarily emails) to engage, inform and motivate supporters and prospective supporters to donate.
- Develop and manage the Coram Christmas merchandise range to increase income, ROI and supporter engagement.

### Reporting and evaluation

- Updating campaign results weekly, highlighting trends to the Head of Individual Giving to mitigate under-performance and maximise over-performance.
- Collating end-of-campaign evaluation reports, identifying learnings and recommendations for future campaigns.
- Completing regular KPI reports and contributing to charity reporting and reforecasting.
- Preparing and delivering results to share with colleagues at all levels to demonstrate the value of the IG programme.

### **Additional Duties:**

- To recognise and challenge all forms of discrimination and prejudice in the workplace.
- To treat everyone with respect, dignity and fairness and to acknowledge and celebrate diversity.
- To maintain an awareness of your own and others' health and safety and comply with Coram Group Health and Safety policy and procedures.
  
- To maintain confidentiality of information; it will be necessary to comply with all requirements related to the Data Protection Act/ General Data Protection Regulations (GDPR).
- Regular reporting on key KPIs such as income, appeals, stock etc.
- At all times comply with Data Protection/GDPR guidelines as laid down by the Information Commissioner's Office (ICO) ensuring that data is stored securely and is up to date.
- Undertake any other duties, within competence, as required by the line manager, including attending occasional, planned, out-of-hours events.
- To be prepared to work flexibly (e.g. hot desking, hybrid working), and a commitment to working at least 2 days per week in the office.

### **Person Specification, E=Essential, D=Desirable**

#### **Knowledge and experience:**

- Good understanding of supporter / customer care (E).
- Experience of working within a supporter services or customer care role (E).
- Experience of working with a database and willing to develop further expertise (E).
- Knowledge of Raiser's Edge database (D).
- A confident self-starter, able to work independently to hit deadlines and targets. (E).
- Excellent verbal communication and telephone skills, with an ability to empathise with people of all backgrounds (E).
- Experience of writing copy for appeals (D), thank you letters (E) and other literature (D).
- Basic knowledge of Direct Marketing (D).
- Basic knowledge of Data Protection/General Data Protection Regulation (GDPR) (E).

#### **Qualifications, skills and personal attributes**

- Highly organised and able to plan ahead and balance conflicting priorities (E).
- Strong written communication skills including writing, proof reading and editing (E).
- Excellent attention to detail and accuracy (E).

- Proficient use of business IT systems, including Outlook, Microsoft Word, Excel and database systems with accurate keyboard skills (E).
- Ability to work as part of a team (E). Financial literacy, able to track progress against budgets and project plans (E).
- Passion for the positive development of children and young people and commitment to Coram's Equal Opportunities policy (E).
- To act as an appropriate ambassador of Coram at all times, with a positive and 'can do' attitude with flexibility in approach including working with colleagues in other areas of Fundraising and attending occasional, planned evening events (E).
- A commitment to Equal Opportunities with an understanding of, and passion for, the mission and values of Coram (E).
- Able to demonstrate respect for work colleagues and Coram beneficiaries (E).
- To demonstrate and work with the Coram core values – professional, respectful, committed, dynamic, credible (E).