

JOB DESCRIPTION

Job title	Fundraising Executive
Reports to	Head of Marketing & Fundraising
Department	Marketing & Fundraising
Salary	£26,000
Contract	Permanent
Hours	37.5 (open to flexible working patterns)
Work Pattern	Monday to Friday with some occasional weekend or evening work
Location	At least 2 days a week in London office (Brixton) or workshop/shop at meetings (Deptford/Camberwell) rest of time can be remote.

ABOUT THE BIKE PROJECT

The Bike Project is an award-winning charity which refurbishes second hand bikes and donates them to refugees. We were founded 10 years ago by, Jem Stein, after he struck up a friendship and found a bike for Adam, a Darfuri refugee who had fled his home in Sudan after war broke out.

Now just over 10 years later, The Bike Project has grown into a national operation with new CEO, hundreds of volunteers, a team of 27 committed staff, roadshows in different cities, a shop and two workshops, one in the capital and one in Birmingham.

To date we have supported over 12,000 refugees and people seeking asylum by giving them a refurbished bike. In addition, we have supported hundreds through our programmes designed to build confidence and friendships in the local community.

PURPOSE OF THE ROLE

To support the Marketing and Fundraising team to achieve the annual income and engagement plan. To provide, admin, research, and communication to a variety of fundraising activities. The role will cover:

- Supporting the Lead Philanthropy and Corporate Relationships Fundraiser (LPCRF) to create communications, activity and events that will engage and build relationships with supporters.

- Identify and create proposals and applications for Trusts and Foundations, managing the whole process which will include ensuring that all activity is clearly recorded on Salesforce (with support from the Head of Impact & Grants)
- Managing third party events (currently London to Brighton Bike Ride and Ride 100) to achieve agreed income targets and high levels of participant satisfaction.
- Be the main point of contact for the Fundraising Team managing the team in boxes and enquiries.
- Manage the Fundraising Team's thanking and banking process, which will involve ensuring that Salesforce, finance records and our fundraising platforms are all aligned.
- Manage our Community Fundraisers which will see you encouraging and recognising individuals who choose to raise funds for The Bike Project.

PRINCIPLE ACCOUNTABILITIES

1. To achieve personal income targets and contribute to the overall team fundraising target.
2. To support the LPCRF and other team members to provide high-quality communication and relationship management of our donors.
 - be the first point of contact for fundraising enquiries.
 - to develop and implement communication plans.
 - To managing relationships with DIY fundraisers offering excellent supporter care in line with agreed plans.
3. Contribute to team planning and creative planning sessions and team meetings.
4. Conduct research to identify new potential donors, organisations, grants, and foundations.
5. To deliver regular reporting, evaluation, and commentary
 - Ensure all Salesforce records of donors' activity and financial gifts are updated and accurate.
 - Monitor and report and code fundraising expenses and income.
 - Monitor trust and grant reporting and support the fundraising team to deliver this activity.
 - Prepare reports which evaluate the progress and outcomes for all fundraising streams.
6. Support the Head of Impact and Grants to prepare, send and monitor grant applications.

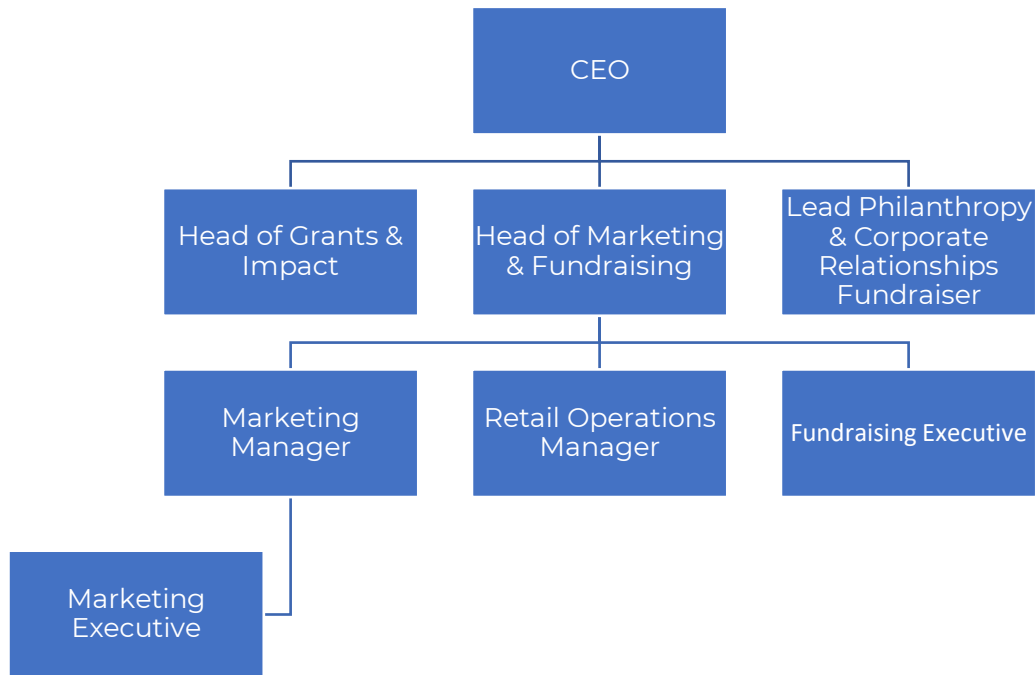
7. Create compelling fundraising materials with the support of the marketing team.
8. To support the team to capture and share stories that illustrate our impact.
9. Work collaboratively with other teams to ensure TBP annual business plan is delivered.
10. Represent The Bike Project at corporate partnership events, meetings, and activities.
11. Project management of third-party challenge events (currently London to Brighton and Ride 100).
 - With support from The Head of Marketing & Fundraising set the create a budget and monitor and report on progress
 - Create and implement a digital communication plan with a goal of engaging participants with the work of The Bike Project and supporting them with fundraising advice.
 - Project manage the event from registration to post event thank you including registration on event consoles, training events and cheer points.
 - Work with the Marketing Manager and Executive to create and implement recruit plans.
12. To recruit and manage volunteers to support our fundraising activity where relevant.
13. Ensure that all activities comply with the General Data Protection Regulation (GDPR) and other relevant privacy laws.
14. To be responsible for the Health and Safety of themselves and to co-operate under the Health and Safety at Work Act 1974 to ensure safe working practices are maintained.
15. To carry out other duties from time to time as requested by the Head of Marketing and Fundraising.
16. To be aware, recognise, respond, and report any concerns or incidents to our Safeguarding Lead in line with our safeguarding policies and procedures and help with onward referrals to further support as required.

The Marketing and Fundraising Team

This role will be part of a team which leads the Marketing and Fundraising for The Bike Project. Alongside corporate and major donor activity the team works on a wide variety of tasks and projects from events, to appeals for cash and bike donations to researching new fundraising activities and creating marketing content to grow our community of supporters. We meet weekly (currently on a Wednesday) to work together in our office in Brixton. The team is investing in staff training and development to support the

testing of new income generation activities which makes it an exciting, ambitious place to be.

The Bike Project employs 30 members of staff across the charity who work in operations, retail, our workshops, and programme delivery. We have a Senior Management Team which is led by the CEO.



PERSON SPECIFICATION

	Requirement	Essential	Desirable	Method of Assessment
Skills				E.g. Application, assessment and Interview
	Strong administration skills with a high level of accuracy and attention to detail.	X		Application, assessment and Interview
	Excellent communication skills, with the ability to adapt your style to different audiences.	X		Application, assessment, and Interview

	Strong digital skills and a understand of digital fundraising techniques and email campaign platforms	X		Assessment and Interview
	Excellent interpersonal awareness and communication skills with the ability to listen and understand the needs of others and to demonstrate empathy.	X		Assessment and Interview
	Good verbal and written communication skills	X		Application, assessment and Interview
	Additional language skills (preferably Arabic, Amharic, Farsi, French, or Spanish).		X	Application
	Confidence working with computers and Microsoft Office; knowledge of Word, Excel, and Outlook.	X		Application
Experience				
	Experience of managing events or projects	X		Application, assessment, and Interview
	Experience of using fundraising platforms (e.g. JustGiving) to manage supporters fundraising for a charity		X	Application, assessment, and Interview
	Experience of fundraising, sales or account management.		X	Application, assessment, and Interview
	Experience of delivering excellent customer service	X		Application, assessment, and Interview

	Experience using databases	X		Application and interview
Personal Qualities	Growth mindset with the ambition to improve processes to achieve greater impact for The Bike Project.	X		Application
	Able to work as part of a wider team as well as being proactive and can work independently.	X		Application/interview
	Friendly and professional demeanour.	X		Application/interview
	Ambitious and keen to succeed, happy to work autonomously	X		Application, assessment, and Interview
Other	Commitment to The Bike Project's values and ethos, with evidence of alignment with the organisation's vision.	X		Application, assessment, and Interview
	Knowledge of the refugee sector in the UK and experience of working or volunteering for a charitable organisation.		X	Application/interview
	The right to work in the UK with immediate effect	X		Application/interview
	Ability to work occasional weekends and evenings and to travel nationally.	X		Application/interview