

BIRMINGHAM WOMEN'S AND CHILDREN'S HOSPITAL CHARITY

JOB DESCRIPTION – PUBLIC FUNDRAISING OFFICER



JOB TITLE: Public Fundraising Officer

ACCOUNTABLE TO: Challenge Events Manager/Head of Public Fundraising

Job Summary

The Public Fundraising Officer is responsible for supporting the Public Fundraising Team to deliver excellent supporter care, maximise income and opportunities for the team via the management of a high volume of low-level supporter accounts. This role will often act as the first point of contact for supporter fundraising registrations, so will provide a high level of customer service and supporter care for the team.

At Birmingham Women's and Children's Hospital Charity, we believe there's always more we can do for our sick kids and woman, and that's why we will always strive to do more for our patients and families. It's our mission to raise the vital funds needed to make a real difference to all who use our hospitals, and to make our hospital feel just like home.

Primarily based at the Fundraising Office, Rowchester Court, Birmingham Children's Hospital, with the requirement to attend our other NHS site: The Fundraising Office, Birmingham Women's Hospital and some home working.

To be successful in this role you will:

- Have previous experience in fundraising or customer service, in order to build relationships to generate long term income and awareness for the charity
- Be self-motivated, independent, and target-driven
- Possess a natural confidence in talking to people and encouraging their support.
- Have excellent communication and relationship building skills - be friendly, approachable, inspiring and engaging
- Full clean driving license, with access to a car

Principle Duties and Responsibilities

Reporting to the Challenge Events Manager the post holder will act as the first point of contact for fundraising registrations and enquiries. Providing a high level of customer service delivered through inbound, outbound and fulfilment of supporter registrations (website, Just Giving, telephone, & email based etc.), volunteering queries and relationships with external suppliers or partners

- The post holder will require experience of managing high volumes of accounts and fundraising registrations; motivating and inspiring colleagues, supporters and volunteers and supporting them to maximise their fundraising initiatives via excellent supporter care
- The post holder will work with the wider Public Fundraising team to continuously review and develop departmental procedures and protocols
- Be responsible for processing significant quantities of personal data securely and appropriately in adherence with all current data protection legislation
- To work as an effective member of the Public Fundraising Team supporting team members with dispatch of fundraising materials; provision of support to their fundraising accounts; and any

activities required to build deeper relationships with supporters. To respond to all new event registrations and inbound enquiries in a prompt, efficient and helpful manner and within agreed timescales and service levels.

- To support senior members of the Public Fundraising Team with any administration/support required to deliver key projects, including but not limited to maximising Digital Fundraising; Increasing volumes of challenge event activities and supporters; Improving and automating the supporter experience; Embedding a Volunteer-led model of Regional Fundraising; and utilising the Fundraising Hub to engage and recruit new supporters.
- To continuously review, develop and deliver excellent supporter care journeys, fundraising activities, systems and processes relating to all aspects of fundraising and administration for Charity supporters.
- The post holder will have autonomy to manage their personal workload and duties to ensure agreed targets, service levels and strategies/policies are met at all times
- To be responsible for processing significant quantities of personal and financial data, in accordance at all times with all Data Protection Regulations and Privacy legislation
- Undertake accurate analysis and evaluation of all eventers and supporters where specified by the Challenge Events Manager, developing plans to continuously improve the effectiveness of the third party events we deliver.
- Work closely with the Challenge Events Manager to support in the delivery of our flagship events, including the Great Run Series and new partner events. Personally oversee up to three third party events per year.
- Lead on the day to day development of the relevant pages of the charity website and social media plans with support from the wider events team and Marketing Communications Team.
- To attend supporter or charity-organised fundraising events as required & to be a proud and inspiring Ambassador for BWCHC at all times
- To work collaboratively across the wider team on any Fundraising activities where and when the appropriate opportunities for the supporter arise

Cross Team Working and Effective Communications

- The post holder will communicate externally with supporters, understanding their motivations for visiting the hospital or supporting the charity, and communicate accordingly
- The post holder will communicate internally with team and wider Trust staff, delivering training and guidance to members of the wider fundraising team on Public Fundraising processes and ideas
- As one of the first points of contact with the organisation, the post holder will build and maintain relationships with a number of key supporters, communicating information about the impact of the charity and the changing fundraising needs
- The post holder will deal with large numbers of day to day and regular correspondence, phone calls and other communication methods often dealing with multiple supporters at any one time
- The post holder would be responsible for processing significant quantities of personal and financial data, in accordance at all times with all Data Protection and Privacy legislation requirements.
- The post holder would be expected to maintain effective communications and relationships with colleagues across the Fundraising department and trust with the ability to balance relationships, whilst dealing with complex situations and activities and the ability to display excellent time management skills
- The post holder needs to maximize all opportunities with supporters and potential fundraisers that contact the Charity –using their persuasive and motivational skills to gain support from supporters and staff and encouraging them to continue to support the charity on a long term basis
- The post holder needs to monitor potential opportunities and threats and ensure internal and relevant external audiences are aware of both
- The post holder needs to identify any cross working opportunities, feedback to the relevant teams and take appropriate action

- The post holder needs to collaboratively work across other Fundraising activities within the team when it is the right opportunity for the supporter

Planning, Reporting and Effective Administration

- The post holder will need to be extremely organised; this is a role in a busy department where tasks will have competing deadlines and significant variation day to day, so the ability to plan and manage duties effectively is key. Complex time management situations arise on a day to day basis, often dealing with multiple supporters at any one time, and the post holder needs to be agile and effective in managing this
- To adhere to all of BWCHC procedures at all times, maintain accurate record keeping to ensure effective relationships with all supporters
- To use our existing data effectively to recruit and develop sustainable support
- To work with the Supporter Engagement Team to create, monitor and develop effective and efficient processes
- To create and maintain up to date records using Salesforce and maintain meticulous donor records of all activities
- The post holder will input into decisions regarding implementation of daily and longer term plans for data capture, triaging of supporters, make updates and additions to Public Fundraising policies and procedures, and be responsible for developing and meeting a range of performance KPIs
- The post holder needs to support key strategic projects for example, the volunteers and Ambassadors programme, digital fundraising and hospital relationships in order to ensure our sustainable income growth and impact within the Hospital
- The post holder needs to plan and organize complex activities including external opportunities, including Risk Assessments, external liaison, logistics, income and expenditure, reconciling accounts, evaluations and future recommendations
- Undertake other work that is requested by the Challenge Events Manager and Senior Management

Development

Other tasks, commensurate with the seniority of the post, will be allocated over the duration of the contract of employment dependent on the needs of the Charity and the development of the post holder.

The post holder will seek to actively develop the Charity in response to the continually changing environment in which it operates and to take advantage of developments in best practice, new technology, and other opportunities that present themselves.

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) and the Manual Handling Operations Regulations (1992). This ensures that the agreed safety procedures are carried out to maintain a safe environment for staff and visitors to the Charity.

Equal Opportunities

The Charity has a clear commitment to equal opportunities and has in place an equal opportunities policy which provides for equality of opportunity in all aspects of employment and Charity services and avoids unlawful discrimination. It is the duty of every employee to comply with the letter and the spirit of the Charity's policy.

Conflicts of Interest

The post holder will at no time use or abuse their position for personal gain or to benefit their family, friends or other private interests. Any interest, direct or indirect, with contracts involving the Charity must be declared and any private profit repaid to the Charity.