

JOB DESCRIPTION

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| Job Title: | Relationship Fundraiser |
| Location: | To be based primarily at The Fundraising Office within The Lingen Davies Cancer Centre, at the Royal Shrewsbury Hospital. Occasional travel to our Newtown office, and with the opportunity to work from home as appropriate. |
| Reports To: | Head of Fundraising |
| Working Hours: | Four days per week (0.8FTE). Hours usually worked between 8am and 6pm Monday-Friday to meet the needs of the organisation. This role will include regular evening and weekend work (time off in lieu given). |
| Salary: | £28,000 FTE |

Main Purpose of the Role

- Become the key point of contact for external fundraisers, ensuring excellent supporter care and stewardship, building long term relationships for Lingen Davies Cancer Fund.
- Attendance at a range of community events and networking opportunities to act as the face of the charity, including delivery of presentations as needed, and to raise the charity profile across the region.
- Implement a full programme of third-party events to increase number of supporters involved with the charity.
- Responsibility for delivering own fundraising income targets (as agreed with Head of Fundraising), as well as undertaking work as needed to support the fundraising team to meet agreed overall charity financial income.
- Work with the Operations team to develop use of CRM system, and undertake/apply data analysis to support delivery of role.

Key Tasks

- To support delivery of agreed income targets across all aspects of fundraising, including responsibility for own financial targets as agreed with Head of Fundraising.
- To confidently present the key messages and organisational values of Lingen Davies to external stakeholders.
- To act as a representative at a variety of networking events and community events, speaking at these where required. Effective communications with a wide range of supporters and stakeholders.
- To liaise with our Communications Team to generate press and social media coverage, with news and updates from across the region.
- To motivate, inspire and provide support, advice and encouragement to individuals and groups who are organising events or activities on behalf of the charity, ensuring first class stewardship at all times.
- To develop a comprehensive programme of third-party events, and recruit new supporters from within the local community, with the aim of expanding the supporter network.
- To input, manage and maintain information on the CRM database, including the generation of reports, so that information can be effectively analysed and applied to developing future fundraising activities. This includes updating existing CRM data so that all supporters are correctly categorised.
- To work closely with the Head of Fundraising to maximise opportunities for sponsorship and number of external supporters.
- To represent the charity publicly as and when required
- To sensitively and confidently communicate with patients, bereaved relatives, and other members of the public.
- To be aware of and adhere to the Institute of Fundraising Codes of Practice

Key relationships

- The post-holder will report to the Head of Fundraising
- You will work routinely with colleagues across the charity, in particular the Fundraising Events Lead, Events Marketing Coordinator, and Marketing and Communications Lead.
- You will be the key point of contact for a number of external stakeholders.

Person Specification

Education

- Educated to A Level/NVQ Level 3 standard, or be able to demonstrate equivalent professional experience.

Knowledge, Skills and Experience

Essential:

- Experience of providing excellent customer service to the general public and communicating with people from across the social spectrum both personally and professionally.
- Confident with use of computer systems, including Microsoft products such as Word, Excel and Powerpoint, as well as experience of using a CRM database or similar.
- Working within clearly defined budgets and towards ambitious fundraising income targets
- Confident in encouraging others to participate in fundraising activities
- Experience of networking, including being confident to open new conversations, ask open questions, and with strong listening skills
- Experience in building and managing client relationships
- Experience in public speaking
- Ability to work at times without direct supervision, using agreed procedures to manage your own workload
- Full, clean driving licence with access to a vehicle insured for business use.
- To have the flexibility to work outside of office hours, both at weekends and during the evenings, on a regular basis.

Desirable:

- Experience of working within the charity sector
- Experience of working with a CRM database, and undertaking data analysis.
- Previous sales experience

Values and Personal Attributes

- Friendly, warm positive and professional
- Strong listening skills.
- Able to take direction as well as work on own initiative, and think on your feet
- A team player, with a willingness to support colleagues and be adaptable

- Enthusiastic and resilient, with a passion to deliver
- A genuine desire to make a positive difference to lives affected by cancer in Shropshire, Telford & Wrekin, and Mid Wales
- A willingness to working within the Lingen Davies Values:
 - Ambitious and Committed
 - Honest and Resourceful
 - Experienced and Progressive
 - Friendly and Supportive
 - Proud to be part of our amazing community

Interview Date: Thursday 22 February 2024 to include a presentation and formal competency-based interview (approx. 2 hours total).