

JOB PROFILE

JOB TITLE:	Senior Fundraiser
BASED FROM:	Thornbury office (hybrid working available)
RESPONSIBLE TO:	Head of Fundraising and Operations
SALARY:	£26,000 - £30,000 (FTE)
HOURS:	21 hours per week
CONTRACT:	Permanent

Role Purpose

As our Senior Fundraiser you will be responsible for income generation from individual giving alongside the line management of the Corporate and Community Officer and Fundraising Administrator. You will work alongside our Head of Fundraising and Operations to ensure the effective delivery of the fundraising strategy to meet ambitious income targets.

The Role

Fundraising Management

This aspect of the role will be responsible for community, corporate and individual giving income streams. You will focus on reviewing and delivering on the fundraising strategy to ensure income targets are met and sustainability in income generation is well managed through the use of KPI's and effective line management.

Fundraising

Develop and implement different Individual Giving and legacy strategies to create sustainable income:

- Create a regular giving strategy to maximise unrestricted income and be responsible for a portfolio of stewardship programmes for increasing regular giving and retention rates
- Develop the charity's In Memory programme
- To be responsible for developing our legacy programme, to recruit new gifts, as well as managing existing legacy pledgers
- To be responsible for the content of all Brain Tumour Support's fundraising appeals, including lead generation campaigns and cash gift appeals
- To be responsible for the development and production of a range of fundraising materials in support of donor recruitment, retention and development
- Work closely with the Communications team to ensure brand and tone consistency, and to optimise all external messaging and asks
- Oversee the development and growth of community fundraising activity
- Oversee the development and growth of corporate fundraising activity
- Keep up to date with new fundraising opportunities

Stewardship

- To be responsible for the development and implementation of a stewardship programme for all donors
- Actively work to increase donor retention by developing tailored stewardship for our donor segments
- To be responsible for the development and implementation of a lapsed donor reactivation programme to re-engage our regular donors
- Creating a strategic donor recruitment programme, to include robust supporter journeys following the lead generation campaigns to ensure supporters remain engaged
- Design and implement a donor uplift programme, for regular givers, to increase unrestricted donations from individual givers
- Oversee conversion programme for all donors and fundraisers to implement upselling of events
- Work closely with the Data Services Manager to ensure regular communications are maintained with all opted supporters

Leadership

- Provide effective and supportive line management to your team, currently comprising of a Corporate and Community Officer and a Fundraising Administrator
- Develop excellent working relationships with your team and make efforts to keep morale and motivation high to achieve income targets
- Manage a KPI monitoring system to provide clarity of expectations of staff to ensure we are on track to achieve income targets
- Monitor activity levels and income performance against plan, implementing performance measures where required, whilst maintaining supportive frameworks for staff health and well being
- Carry out monthly 1:1s, monitor personal development plans and oversee annual objectives
- Work with Fundraising Administrator to plan recruitment and ensure effective management of volunteer resource to support the work of the fundraising team

Reporting, monitoring and evaluation

- Work closely with the Data Services Manager to establish appropriate means of evaluation for all stewardship programmes and feed into the fundraising team's KPIs.
- Provide activity reporting and target/budget updates to Head of Fundraising and Operations
- Work with the Communications team to establish appropriate evaluation and analysis of social media analytics.
- Take the lead on working with the Communications team on an effective diary of social media activity for engagement and recruitment
- Cross departmental work to ensure accurate and in-depth knowledge of projects and services to ensure compelling and appropriate asks to supporters.
- Take responsibility for ensuring that full records of all contacts are maintained on the database

Financial management

- To manage the budget for Individual Giving, Corporate and Community Fundraising, making recommendations to the Head of Fundraising and Operations and reforecasting on a quarterly basis
- Ensure that all donations are quickly and correctly processed and acknowledged and that reports are available in the appropriate format
- To contribute to the teams KPI's and update all appropriate reports/documentation

Personal Qualities

Experience

- At least 2 years' experience of working in an Individual Giving fundraising role
- Direct experience or good working knowledge of community and corporate fundraising
- Proven experience of writing persuasive copy
- Experience of building and maintaining strong relationships
- Experience of working within a team and individually to achieve success, meeting or exceeding your financial targets raising funds from individuals and successful written appeals
- Experience of line management
- Experience of developing and implementing a successful stewardship programme for donors
- Proven experience of writing successful fundraising appeals
- Experience of managing Legacy and In Memory donations
- Experience of using a fundraising database

Skills

- Creative thinking and problem solving
- Excellent interpersonal skills, ability to liaise with people at all levels, on the telephone, face to face and in writing
- Ability to carry out thorough research to keep-up-to date with new fundraising opportunities
- Demonstrable initiative and determination
- Excellent attention to detail and accurate record keeping
- Ability to prioritise tasks and manage a busy workload
- Experience of maintaining and reporting against budgets and feeding into the teams KPI's
- Excellent computer skills and experience using a wide range of computer packages, including Microsoft packages

We ask all our staff to

- Contribute to a harmonious collaborative working environment
- Adhere to charity policies and procedures at all times
- Hold a responsibility to safeguard vulnerable adults and children, be familiar with your responsibility around safeguarding and complete training at a level appropriate to your role
- Maintain personal and professional development to meet the changing demands of the job, participate in an annual appraisal and appropriate training activities
- Take responsibility for your own emotional well-being, taking steps to maintain a balance between work and home life, and to be aware of the importance of maintaining professional boundaries
- Be aware of the need to use the resources of Brain Tumour Support wisely and effectively to meet the needs of patients, their families and supporters, but maintaining a cost-conscious approach to avoid a wasteful use of funds
- Work within an equal opportunities framework
- Comply at all times with the charity's Health and Safety Policy
- Adhere to all the charity's policies, procedures and working practices
- Operate at all times in accordance with Brain Tumour Support's values and behaviours

Professional conduct

To ensure professionalism in this role, you will be expected to undertake continual professional development and to be a part of the charity's appraisal process and personal supervision requirements, always working in a manner that reflects the charity's values, goals and beliefs.

Confidentiality

Confidentiality of all information about patients and their families, staff, volunteers and other charity business must be maintained. The work is of a confidential and sensitive nature and information gained must not be communicated to other persons except in the recognised course of duty.

Hours of work

Whilst normal working hours are Monday to Friday 9am to 5pm with a one hour lunch break we promote flexible working in line with a strong work/life balance.

Travel

Travel throughout the region may be necessary for which mileage expenses will be paid.

Flexibility

Flexibility is required as at times responsibilities may fall outside the normal working hours, and we can also be flexible with you by arrangement as required.

Probation

The role is subject to a six month probation.

NOTE

The job description is subject to the Terms and Conditions of service of Brain Tumour Support, and the post-holder will undertake any other duties which may be required from time to time.

The above outlines the duties required for the time being to indicate the level of responsibility. It is not a comprehensive or exclusive list. Duties, which do not change the general character of the job or level of responsibility entailed, may be varied from time to time.