

JOB DESCRIPTION

Job title:	Senior Fundraising Co-ordinator
Reporting to:	Head of Fundraising
Contract Type:	Full Time contract until end September 2024

Overall purpose of job To provide holistic support and inspiration to people taking part in Walk the Walk challenges and activities, and to manage their progress. To help develop new initiatives and diversify the Fundraising income of Walk the Walk. To take part in all the activities of the department.

Key result areas

1. To provide fundraising stewardship to people taking part in Walk the Walk Challenges through telephone calls and emails.
 - a) To resolve day to day queries about the running of the online fundraising pages as they arise as well as more general fundraising queries.
 - b) To develop a relationship and provide advice, motivation and support to walkers taking part in our unique challenges through telephone calls and emails. To follow up people experiencing difficulties and encourage them to achieve fundraising deadlines.
 - c) To become proficient at using the Give Star fundraising registration platform.
 - d) To identify the higher fundraisers taking part in the MoonWalks and offer more personalised support and help, developing a pipeline where appropriate.
 - e) Follow up fundraisers who miss deadlines to offer extra support and motivation.
 - f) To thank our supporters by telephone, email and letter.
 - g) To cross promote activities to supporters.
2. To work with internal teams such as Events, Support, Finance, Social Media and PR. To write social media posts and blogs for the website.

- a) To communicate issues and answer internal fundraising queries from the other teams. To work collaboratively in order to maximise income and ensure the smooth running of the department.
 - b) To attend meetings within the office as required.
 - c) To help other teams if necessary, particularly in the run up to the MoonWalks
- 3. To identify individual fundraisers undertaking their own fundraisers and provide stewardship and support.
- 4. To deal with necessary administration and help analyse it.
 - a) To record all communications on the ThankQ database.
 - b) To comply with Data Protection Act (GDPR in May 2018)
- 5. To help manage the processes and administration for WalkWear fundraising items such as collection tubs, buckets and banners.
- 6. To assist with the development of fundraising activities such as working with fundraising groups, community fundraising, promoting the lottery, monthly donors, potential leavers of legacies. Other activities as required. To attend events as required.
- 7. To write social media posts and blogs and liaise with the Social media team and update the content on the website as required.
- 8. To support any volunteers working in the department and provide training if required.
- 9. To assist with the training and management of more junior staff as required.
- 10. To support the Head of Fundraising as required and update her on a regular basis.
- 11. To recognise opportunities for promoting the charity and be able to maximise them, attending ad hoc events as required.
- 12. To assist with the compilation of reports for the Trustees.
- 13. Other ad hoc duties as required in order to further the success of the department and the company.

OUTLINE TERMS AND CONDITIONS

Hours of work: Normal hours of work are 37.5 hours per week, 7.5 hours per day. Start times will be between the hours of 8 am and 10 am and finish times will be from 4.30pm – 6.30 pm according to arrival time. The core hours of the company are 10am – 4.30 pm. This role may require evening and weekend work which will be scheduled in advance. Time in lieu will be given for any such scheduled work.

Holidays: 25 days; 3/4 days of which are taken when the office closes from 25th December to 1st January inclusive, plus public holidays.
Holidays cannot normally be taken in the weeks leading up to and directly after The MoonWalks. Exact dates are confirmed annually

Events: All WTW staff are required to work on the weekends of the MoonWalks and may be required to support Unique Challenges. Time in lieu is given.

Some members of staff may be involved with active support of people taking part in the challenges

PERSON SPECIFICATION

Experience

Essential:

- Experience of fundraising
- Customer support experience including speaking to them on the telephone and able to build up a relationship.
- Good problem solving abilities
- Good understanding of current technology
- Experience of multi-tasking and prioritising
- Experienced in meeting people face to face and building relationships
- Strong administrative experience
- Experience of working within a team environment
- Attention to detail verbally and written
- Ability to spot opportunities and take advantage of them.

Desirable:

- Online digital experience
- Experience of using a fundraising database
- Understanding of Fundraising platforms
- Ability to write eye catching copy for email and social media
- Able to influence and motivate people
- Experience of dealing with serious health issues
- An interest and/or experience in fitness and health

Aptitude and skills

Essential:

- Comfortable with speaking confidently on the telephone.
- People management skills
- Good writing skills
- Friendly and approachable
- Good understanding of the principles of good customer care and the accountabilities of a charity to its donors and supporters
- Excellent communication skills on all levels, telephone, written, and personal communication
- Comfortable with numeracy and able to calculate simple mathematics
- Ability to motivate and influence others
- Ability to understand end user technology
- Problem solving skills
- Effective time management skills and an ability to manage multiple deadlines
- Be able to represent WTW to outside people and organisations

Disposition

- Self motivated and able to think outside the box
- Confident and friendly
- An uplifting and positive character
- A good team player
- Driven and energetic
- Ability to work to deadlines in a pressurised and both proactive and reactive environments
- Ability to be calm, flexible adaptable whilst working under pressure.
- Have a great sense of humour and compassion particularly in the face of adversity
- Prepared at times for irregular times working due to events.