

## **JOB DESCRIPTION**

**Role:** Senior Fundraising Lead  
**Reporting to:** CEO  
**Based:** Home-working or blended-working in our Islington, London EC1, office  
**Hours:** Part-Time (15 hours) with flexible working available  
**Remuneration:** £30,000 per annum for a full-time employee (£12,000 per year for this role)  
**Contract Type:** Permanent  
**Holiday:** 33 days includes Bank holiday allowance for a full-time employee (13.2 days per year for this role)

### **About OCD Action**

We have a vision of a time when OCD is well understood, and everyone gets the treatment and support they need when they need it. With the OCD community, we are fighting for this.

Until that day arrives, our aims are:

- 1) that everyone affected by OCD has access to the high-quality support, information and guidance they need to enable them to access the right treatment;
- 2) that no one affected by OCD feels that they must face it alone.

To do this we provide a helpline, over 50 support groups, online forums and a range of youth services.

### **The Role**

This post is pivotal to our fundraising strategy and will

- Lead the development and oversee delivery of OCD Action's Individual Giving programmes both online and offline
- Work with the CEO to lead the development of small and medium Trust applications
- Oversee the Trust pipeline process and that we comply with all trust reporting arrangements

### **Key Responsibilities:**

#### **Digital Fundraising**

- Develop and implement all digital fundraising campaigns and appeals
- Develop a supporter acquisition and engagement programme to increase income and long-term giving (using Mailchimp)
- Be ambitious for change and innovation to increase income

#### **Trusts and Foundations**

- Work with CEO to identify opportunities for trust fundraising, developing robust and compelling propositions in line with strategic objectives.
- Work closely with colleagues across the organisation to prepare and craft high quality, targeted applications for restricted and unrestricted income across our portfolio.
- Oversee the application submission process.

- Support the CEO in building and maintaining long-term relationships with new and existing funding/grant making officers/managers.
- Lead the writing of Trust report.

**General**

- Engage closely with colleagues within the organisation to maximise organically emerging opportunities in order to build new income streams
- Ensure fundraising activity is compliant with relevant charity and other statutory legislation and conforms to Fundraising Regulator requirements
- Ensure compliance with General Data Protection Regulations
- Work within OCD Action's policies and procedures, and, if required, contribute to their ongoing review and updating
- Fully participate in the core activities of OCD Action, including team meetings, annual conference and other events, including our annual Week of Action
- Support and attend donor engagement events where required
- Undertake other duties, appropriate to the role and to the needs of OCD Action, as directed by your line manager or other senior management

**Person Specification**

<b>Knowledge and Experience</b>	<b>Essential</b>	<b>Desirable</b>
Practical fundraising experience of updating webpages, social media channels, and digital marketing	Essential	
Understanding of digital customer journeys and stewardship journeys	Essential	
Demonstrable experience of using analytics tools (such as Google Analytics) and a CRM (Donorfy or Beacon) for analysing data to inform decision-making	Essential	
Experience of independently writing a compelling and persuasive argument to build a case for support	Essential	
Experience with setting up paid search/PPC campaigns on AdWords		Desirable
Knowledge of how organic, boosted and paid ads can form part of an integrated, multi-channel strategy		Desirable
Design and creative skills (Canva, Adobe Suite incl Photoshop)		Desirable
Knowledge of the mental health sector		Desirable
Understanding of contemporary fundraising techniques and a genuine desire to innovate		Desirable
Understanding of GDPR, Privacy and compliancy in charity law	Essential	
<b>Education</b>		
Relevant training or qualification in digital marketing, fundraising or communications		Desirable
<b>Skills</b>		
Excellent copywriting skills and verbal communicator with an ability to build compelling content	Essential	
Strong numerical ability, data analysis and data management skills	Essential	
Planning and organising skills	Essential	
Able to build effective relationships with donors and colleagues alike	Essential	
Strong IT skills	Essential	
<b>Values and Attributes</b>		
An understanding of and commitment to the charity's core values	Essential	
Committed to our mission and to a high standard of ethics in fundraising	Essential	

Compassionate	Essential	
Resilient	Essential	
Driven to achieve excellence	Essential	
Creative and Entrepreneurial	Essential	

**Benefits**

We aim to make working for OCD Action, work for you. We have a range of benefits including:

**Holiday entitlement:** 25 days leave (pro rata) in addition the 8 days statutory bank holiday allowance (pro rata) is added to part-time team members leave allowance, to ensure you benefit from this allowance whatever your working pattern.

**Flexible working:** You can work with your line manager to arrange your working pattern. As long as your key work responsibilities are covered and core meetings are attended, we are flexible about working hours and patterns (please note: due to our safeguarding arrangements we don't permit weekend working as part of a planned pattern of work).

**Homeworking/blended working:** We are flexible about your home / office working pattern, you will need to attend some face to face meetings but otherwise your working location can suit you and your needs.

**Equality, Diversity & Inclusion**

Equality, diversity and inclusion is core to our organisational mission. We are fighting for equality of access to treatment for everyone affected by OCD, ensuring everyone gets the support and treatment they need, when they need it. We aim to lead by example. We believe that diversity drives improvement and creativity. This fosters the environment needed to ensure we can do and be the best we can for the OCD community.

We actively employ, and pro-actively seek to employ people with lived experience of intersectional disadvantage. We do this because we are committed to a diverse and inclusive team and to building an environment in which we can constantly learn.

**Accessibility and Questions about this role:** We want working with us and applying to work with us to be the best opportunity it can be for you. Therefore, if you would like to apply, but have concerns, questions or you feel there is a part of the application process or the way the role may function which could be a barrier please email us to discuss. Where possible we will work with you to make reasonable adjustments. You can email Leigh on [Leigh@OCDAction.org.uk](mailto:Leigh@OCDAction.org.uk).