

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title:	Senior Public Fundraising Officer
Team:	Public Fundraising Team
Salary:	£31,000
Reports To:	Deputy Head of Fundraising (Public Fundraising, Digital Engagement & Insight, Trusts)
Hours:	Full time (35 hours per week)
Location:	Hybrid working. Minimum of one day a month in our London Bridge office. Nature of the role means that on occasion and at pre-agreed times, more than one day a month may be required in the office. Occasional travel to events across the UK.
Start Date:	As soon as possible

Job Purpose

This exciting position is responsible for delivering our fundraising programme to the public, with support from our Deputy Head of Fundraising.

You will focus on delivering key fundraising activities and an exceptional experience to a wide range of supporters, ensuring that you deepen relationships and maximise value. You will also coordinate and deliver the marketing of our public fundraising activity, alongside colleagues in communications and digital engagement.

The role works across three key areas:

- Individual giving (direct marketing, regular giving, in-memory)
- Sporting events & challenges (virtual challenges, running events, our annual bespoke trek)
- Community fundraising (campaigns, community groups, ad-hoc fundraisers)

We do not expect you to have experience across all three areas.

This role is also responsible for the line management of our Fundraising Assistant, who you will help to develop in their role and ensure all tasks are completed on time and to a high standard.

This is an exciting opportunity for someone looking to progress in their fundraising career, take on line management responsibility, or wanting to bring their experience and transferable skills from another sector.

Key responsibilities (this list is not exhaustive):

Planning & Delivery

- Deliver engaging public fundraising activities across a range of audiences and channels, including copywriting, data analysis, digital advertising, and supporter care.
- Plan and execute key fundraising campaigns to maximise income and engagement.
- Deliver the sports and challenges portfolio, maximising income and identifying new opportunities for growth.
- Alongside the Deputy Head of Fundraising, deliver individual giving campaigns, including appeals, newsletters, and other direct marketing activity.

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- Deliver the community fundraising program, focusing on key target audiences and opportunities for growth.

Relationship Management

- Deliver an exceptional experience to a range of supporters to build meaningful, long-term relationships.
- Manage, maintain and grow relationships with key long-term supporters and donors
- Develop and review supporter journeys and experiences to keep supporters committed and valued.

Finance, Database, and Reporting

- Routinely review, report on, and evaluate activity performance and use insight and learning for future improvement.
- Monitor and report on specific activity budgets, providing narratives to aid decision making.
- Ensure timely and accurate data entry onto our database - Raiser's Edge NXT.
- Run basic queries and export supporter and campaign data using Raiser's Edge NXT.

Line Management

- Support the Fundraising Assistant in their role and professional development.

Other

- Champion best practices within the fundraising team, including data-driven decision-making, a test and learn approach, and collaborative working.
- Build strong relationships across teams, particularly with corporate partnership fundraising, communications, and digital engagement & insight.

Person specification

To fulfil this role, we believe you will need the following skills and experiences:

- Experience in at least one of individual giving, sporting & challenge events, or community fundraising, or transferable skills and/or experience.
- Effective communicator, able to engage and inspire others about The Eve Appeal's work.
- Strong copywriting skills with experience targeting various audiences, channels, and activities.
- Understanding of digital marketing.
- Excellent relationship building skills.
- Ability to analyse data, derive insights, and present findings to influence decision making.
- Commitment to equality, diversity and inclusion.
- Ability to confidently use database software. Experience of Raiser's Edge NXT is an advantage.
- Highly organised with a strong attention to detail.
- Proficient in Microsoft Office.
- A demonstrable affinity, passion, and knowledge of women's health and gynaecological cancers.

If you do not have all the above experience but believe you would be successful in the role, and/or believe there are other transferrable skills and experiences we haven't considered, then we encourage you to apply and demonstrate this in your cover letter.

Employee Benefits

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Employee benefits include, but are not limited to:

- 25-days annual leave (plus bank & public holidays and office closure over Christmas period)
- Enhanced annual leave – an additional day of annual leave for each year of service up to 3 years
- Additional days leave on your birthday
- Pension contribution of up to 5%
- Free flu jab
- Eye test contribution
- Cycle to work scheme
- Flexitime - start work at any time between 8:00 am and 10:00 am and finish between 4:00 pm and 7:00 pm
- Volunteering leave – up to 3 days paid leave per year to engage in volunteering activities.

If you have any questions about your suitability or would like to discuss the role in more detail before applying, please email calum.coker@eveappeal.org.uk.

Fundraising Team Organogram

