

Fundraising and Membership Officer

Twins Trust are delighted to be recruiting a Fundraising and Membership Officer. This role is a great opportunity to support an ambitious and busy team in delivering their regular giving programme, and supporter and membership journeys.

With a healthy existing regular individual donor base, this role will support the Head of Development and Data and Insights manager in ensuring that regular giving and membership administration runs smoothly from the perspective of both external and internal stakeholders.

Purpose of the role:

- To provide excellent customer services to Twins Trust's supporters, to support our income generation targets.
- Support the Head of Development in developing supporter and member journeys which deliver sustainable supporter growth, including income from digital channels.
- Supporting the Head of Development and team in ensuring that regular giving and membership processes are efficient and effective.
- Supporting the Head of Development in ensuring that these processes are run properly and that mistakes are kept to an absolute minimum.
- Supporting fundraising campaigns which support income generation from direct marketing (direct mail, telephone, payroll giving, online giving etc).
- Supporting the effective implementation of a data strategy that enables supporter, commercial and fundraising teams to target their communications and campaigns.

Main duties and responsibilities

Supporter journeys

- Deliver supporter stewardship and provide input and insight from the front line of supporter care in line with agreed timescales.
- Build follow-up communications thanking and informing supporters of the difference that their donation has made, working to maximise income and minimise donor attrition.
- Work with the Communications team to develop creative and innovative campaigns to engage new and existing supporters.

Database and donation management

- Be the first point of contact for donors/members and respond to enquiries promptly and in a professional manner including responding to emails and telephone queries, providing the highest level of customer care.
- Acknowledge and process all donations, one-off donations and Direct Debits received through the post, phone or online, promptly and professionally.
- Input donor information onto CRM, payment provider gateways and other information and administrative systems accurately and in compliance with legal requirements and internal policies
- Liaise with Finance Team to ensure income records are correct and reconcile with financial reports.
- Work with the Finance Team to ensure that Gift Aid is collected and the CRM records are up to date.
- Run reports on donations as required.

Data management and systems

- Ensure that records are accurate and kept up to date on our CRM database, Microsoft Dynamics.
- Support colleagues across the Fundraising team to maintain records efficiently and effectively for all contacts.
- Ensure data is correctly logged to allow segmentation for future fundraising campaigns.
- Become a confident user of the CRM
- Keep up to date with legal and compliance requirements, ensuring that we operate within legal and best practice frameworks.

General Administration

- Manage front facing inboxes responding or forwarding queries as necessary.
- Respond to queries from donors, fundraisers, members and the general public by phone, email or letter efficiently and accurately, signposting to other teams when appropriate.
- Prepare and mail fundraising materials and other relevant information as required.
- Support the team with preparation for events and other income generating activities.
- Undertake general administrative duties including processing the post, answering and directing phone calls and providing other administrative support as required.
- Provide regular progress reports on donor interactions and donations for wider reporting across the organisation.
- Maintain sensitive information and records with appropriate confidentiality.

General Duties:

- Be an active member of Development Team, participating in and contributing to meetings, supporting colleagues and taking part in occasional fundraising events or activities during the day and out of hours.
- Perform other duties at the request of the Head of Development and Fundraising & Reporting Manager.
- Act as an ambassador for the Development Team internally and externally, delivering a high standard of service and responsiveness.
- To carry out all duties in line with Twins Trust policies and procedures and to be prepared to undertake additional reasonable duties, as required.
- To promote Twins Trust and its vision and values in all activities, both internally while carrying out duties and externally, with stakeholders and the general public.

Ideal candidate

The ideal candidate will have experience in managing the operational aspects of fundraising (database, compliance with codes of practice and fundraising, data protection and BACS regulations), have excellent attention to detail, the ability to think creatively and analytically, excellent digital skills and IT skills, and a can-do attitude.

Supporter database management

- To ensure efficient, appropriate data capture and analysis for the purpose of effective stewardship, fundraising and communications.
- Maintain data management standards, assisting with the implementation of processes and policies ensuring best practice is followed.
- Train other staff members to support general fundraising.
- Ensure all records, fundraising data and fundraising administration is kept up to date and all information is GDPR-compliant.

- Reconcile fundraising income with the Finance Manager, including Gift Aid claims, missed, failed payments and Direct Debit cancellations.

Wider organisational responsibilities

- Read and adhere to all policies and procedures.
- Lead on applications to charitable trusts or statutory bodies with support from the Head of Operations.
- Undertake responsibilities associated with being a member of The Cinnamon Trust
- Perform all the duties required by the post in line with The Trust's ethos and values statement, its commitment to a policy of equal opportunity and its aim of serving the community in a caring and practical manner.
- Carry out other duties as agreed by the Chief Executive Officer.
- In agreement with your line manager, pursue a personal programme of learning and development to enhance your skills and performance.
- Together with such additional general duties as the Employer shall reasonably require, having regard to the needs of the Employer's business as a Charitable Trust.

Person specification:

Essential:

- Experience of administering individual giving, direct marketing or membership schemes in a charity setting.
- Experience working in a CRM, Microsoft Dynamics experience a plus.
- Excellent attention to detail
- Excellent communications skills
- A creative and analytical approach to problem solving
- Enthusiasm for the issues we work on.

Desirable

- Working understanding of fundraising processes in charities, including grant funding, budgets and donations.
- Experience working with online payment/donation platforms, extracting and manipulating data.
- Strong communication skills, both written and verbal.
- Strong IT skills, including SharePoint and advanced Excel.

This position can be office-based (Woking), hybrid or remote. Initial training will take place in Woking.

Twins Trust operates an equal opportunity policy and commits to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.