

JOB DESCRIPTION

Fundraising Lead

35 hours a week

Remuneration: £34,000

Reporting to the Chief Executive

Background to our services

Buckinghamshire has a fast-growing older population who are the heart and soul of our communities – they include employers, workers, volunteers, mentors, carers and child-minders. They are a vital part of our community.

But when the challenges of older age feel overwhelming, and someone's own world shrinks, Age UK Bucks is there to support this population. Based in Aylesbury and working across the county, our services support older residents to maintain their independence and wellbeing, especially when times are difficult, helping local older people age better and access the support they deserve.

Current services include:

Community programmes (Information; social connection; financial resilience, independence):

- Independent, free information and advice service covering things like staying independent at home, health and sensory loss issues, wellbeing and local activities and support
- Maximising client income through Welfare Benefits advice and application support
- Addressing isolation and loneliness through in-home companionship and befriending and reconnecting older people to local community clubs, groups and activities
- Help in the home by referring clients in need of support to a team of self-employed and verified housekeepers, gardeners, podiatrists and handy people
- Coffee Cake and Company programme of social groups across the county
- The Age Friendly Bucks programme which gathers insight and learning from older people across the county, and delivers practical support and programmes to improve how people age

Commissioned Services (Health, Wellbeing, Resilience):

- A Dementia Support Bucks service supporting those with dementia and their carers
- An Age Better Bucks service aimed at supporting over 65s experiencing age-related decline
- Hospital Discharge Support Service which features transport home after a hospital stay and short-term community support for those recently out of hospital

We support over 5,000 older people a year and have grown substantially as an organisation in recent years, extending our support and reach into local communities to support more older people, and doubling our staff numbers and our income. As we build a new strategy over the coming 6 months, more unrestricted income will become an important driver to enable service development and support that helps all older people to age better, with optimism and hope.

We need to go to the 'next level' of fundraising after having established basic activity and platforms over the last few years. You'll do this by diversifying income streams, and nurturing a community of supporters and donors, from individuals, volunteers and corporates, that are engaged and enthused about the impact they are having on older people in Bucks, and who feel appreciated and supported by Age UK Bucks too.

Job Purpose

Enable Age UK Bucks to extend and grow its impact for local older people, by developing a more sophisticated fundraising capability and strategy at the charity, to engage and nurture supporters, share our impact on our beneficiaries lives more effectively, and reach fundraising targets.

Key tasks and responsibilities

The postholder will be responsible for the overall fundraising strategy and delivery for the charity. They will build on the community fundraising already in place and work to prioritise where the best opportunities are for engaging supporters and building a more secure and diverse funding model for the organisation.

Duties:

- To own, develop and implement (hands-on fundraising delivery) a sustainable fundraising strategy and reach the agreed fundraising target each year (current target £65,000):
 - Current priorities Primary:
 - 1) donor and supporter stewardship and engagement
 - 2) in-community engagement inc oversight of service talks and community outreach
 - 3) optimise in-service/client donation opportunities
 - Secondary:
 - 4) launch/optmise gift in wills programme and platform
 - 5) explore corporate relationship opportunities.
- Optimise and develop our donor and supporter database and understand our donor base better - strengthening existing relationships with donors to take forward strategic fundraising priorities.
- Act as a lead ambassador for fundraising across the organisation helping to change culture and approach across service delivery and comms
- Engage key funding partners, donors, staff, volunteers and influencers to identify the most impactful fundraising opportunities and build sustainable fundraising relationships
- Initiate, develop and manage fundraising campaigns, liaising with colleagues to create impactful storytelling and supporter engagement
- Apply and share knowledge to ensure fundraising activities adhere to best practice and fundraising legislation
- Work with colleagues to ensure we collect and hold relevant data about our donors, partners and prospects in a safe, consensual and compliant way, in line with GDPR and fundraising regulations
- Provide regular financial reports on income performance and opportunities/learnings, liaising with CEO and finance manager the Finance Manager to ensure relevant information is shared inc Gift Aid etc

- Liaise with the Trusts and Foundations manager to identify grant opportunities

Additional Support & Activities:

Support the management and development of Age UK's overall work:

- Work in liaison with other teams to influence a positive fundraising culture
- Represent Age UK Bucks in the community, attending support groups or fundraising activities outside office hours, as required – e.g. occasional evening and weekend fundraising events where flexible time/time owing in lieu will be given
- Develop and maintain an understanding of our work and the needs and circumstances of our client group
- Contribute to strategy, impact reporting and overall culture

What you can expect from Age UK Bucks:

You will have the opportunity to work in a fast-moving and dynamic charity, with highly skilled, motivated and committed volunteers and staff team – influencing the growth of support available for people affected by our work.

Role Specification

	Essential from day 1	Desirable – can be learned on the job
Knowledge	Extensive understanding of the key methods of fundraising and tools and resources required to deploy them. Comfort working with CRM systems to deliver management information, manage relationships and build support base. Strong understanding of Fundraising regulations and codes of conduct.	A good understanding of Buckinghamshire and its voluntary sector.
Experience	A fundraising leader comfortable with strategy and frontline delivery. Community fundraising experience – individual givers and corporates.	Charity or voluntary sector experience. Legacy fundraising experience

	Influencing role where communications, storytelling and relationship building has been key. Work-experience of office systems and processes including CRM/database management and usage.	
Skills	Strong Data/CRM capability A fabulous communicator willing to think creatively and inspire others Excellent relationship building skills at individual and organisation level. Collaborative working and influencing of colleagues.	Ability to present to large audiences and groups with confidence and be inspiring. Social media and digital skills.
Personal Attributes	Commitment to the values of the organisation. An empathy and understanding of older people and the opportunities and challenges they have. Self-motivated, able to work unsupervised. Mature and flexible approach.	
Other	Ability and willingness to work flexible hours (occasional evening / weekends) to meet needs of the organisation. Willingness and ability to travel independently.	Membership of the Chartered Institute of Fundraising

Terms and Conditions:

- The position is office-based, but with significant flexibility to work from home and in the community
- Driving Licence and access to car required in order to fulfil travel to F/R events and opportunities
- Employees are entitled to 28 working days holiday per full time role per calendar year. In addition, you will also be entitled to all the Public and Bank holidays in England
- The Charity meets the current legislation by providing a pension scheme. All employees are enrolled in the opt in scheme and if they wish to opt out must complete appropriate paperwork

Equal Opportunities

Age UK Buckinghamshire wants to become more representative of the community we serve. We encourage equality, diversity and inclusion in the workplace and encourage applications from our wonderful rainbow of talent in Bucks and people of all ages

This job description may change from time to time according to the needs of the organisation