

## **JOB DESCRIPTION**

**JOB TITLE** Fundraiser

**JOB PURPOSE:-** To promote the work of Age UK Leicester Shire & Rutland (AUKLS&R), raising funds for the charity to improve the quality of life for vulnerable older people.

**ACCOUNTABLE TO** Corporate Fundraiser

### **DUTIES AND RESPONSIBILITIES**

#### **MAJOR TASKS**

1. Assist with raising the profile of the charity in order to maximise income generation
2. Develop a network of support - corporates and individuals willing to financially invest in the work of Age UK Leicester Shire and Rutland.
3. Assist with the diversification/development of the charity's income streams focusing particularly on bringing in unrestricted income through promotion of the Winter Care Appeal, sponsorship, fundraising events, AUKLS&R Annual Charity Golf Tournament, legacies and trading initiatives.
4. To develop, promote and recruit to the Business Club, to pitch for Charity of the Year relationships and provide local support to corporates supporting AUKLS&R as its Charity of the Year.
5. To research, develop and keep up to date our database of organisations which either support us or could be approached.
6. To work towards achieving all financial targets set.
7. Develop new fundraising initiatives to include events and sponsorship.
8. Develop and keep up to date a database of supporters.
9. Ensure our digital communications acknowledge financial support given and are leveraged to increase awareness of the charity and its services.
10. In conjunction with the marketing dept, produce press releases and other publicity materials, liaising with local media to increase coverage and awareness.
11. In conjunction with the marketing department, design and produce promotional materials i.e. posters, leaflets and assist with the design of publications and reports.

## **Training and Development**

1. Undergo mandatory and departmental training and development as required.
2. Evaluate training undertaken and integrate it into your work programme.

## **Health and Safety**

1. Adhere to Age UK Leicester Shire & Rutland's Health & Safety Policy and related policies mentioned therein.
2. Where applicable ensure project activities are risk assessed in line with the organisation's Health and Safety policies and procedures.

## **Working Practices/General**

1. As well as the Health & Safety policies and procedures above, adhere to and implement all other Age UK Leicester Shire & Rutland's policies and procedures as well as the Personal Care Policies if relevant to your role.

Details of these and other Age UK Leicester Shire & Rutland policies can be found in [F:\COMMUNAL FOLDER\POLICIES](#) or on the Select HR self-service portal.

2. Age UK Leicester Shire & Rutland is committed to its charitable aims and fundraises in order to provide accessible services for the older people of Leicester, Leicestershire and Rutland. Age UK Leicester Shire & Rutland expects all its employees to partake, when possible, in events which support these charitable aims.
3. Age UK Leicester Shire & Rutland expects all staff to have basic IT skills to enable them to use the systems within the organisation and have a willingness to embrace new technology as it is introduced. Training will be provided to staff who require it.
4. To undertake any other duties that may reasonably fall within the purview of the job.

**This Job Description sets out the responsibilities of the post at the time it was drawn up. Such responsibilities may vary from time to time without changing the general character of the post or level of responsibility entailed. Variations are a common occurrence and do not of themselves constitute additional responsibilities.**