

PERSON SPECIFICATION

POST: FUNDRAISER

Please ensure that you show **how** you meet the following requirements when completing your application form.

	ESSENTIAL REQUIREMENTS	METHOD OF ASSESSMENT
	<p>The job holder must be confident and professional in their representation of Age UK Leicester Shire & Rutland and at all times promote the organisation and its work positively and accurately. The job holder must also have a 'can-do', proactive approach.</p> <p>An income generation role by its nature requires that a broad range of contacts are developed, many of which will decline to become involved with the charity. The post holder must be able to maintain a positive outlook regardless of inevitable rebuffs from targeted supporters.</p> <p>SKILLS/KNOWLEDGE/QUALIFICATIONS (if any)</p> <ol style="list-style-type: none"> 1. A self-starter who is able to work effectively as part of a team and individually. 2. Excellent design skills are preferred including Canva, Adobe Creative, Mail Chimp, CRM systems 3. A track record of working with and recruiting corporate partners and supporters, and evidence of having delivered tangible benefits to an organisation from such relationships. 4. Experience in media relations including the ability to generate news releases and to gain media coverage. 5. Good copywriting ability across all communication formats. 6. Proven communication and influencing skills when working with internal staff and external partners. 7. Good project management skills including meeting deadlines and communicating effectively and on a time basis to all internal and external stakeholders. 8. High levels of literacy and numeracy, attention to detail and the ability to work to deadlines. 9. Strong ability with Microsoft Office software including Word, Excel, PowerPoint and Publisher. 10. Ability to deliver challenging targets, with a proven sales background, or knowledge of sales. 	<p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App/Form/Interview</p>
	DESIRABLE SKILLS AND EXPERIENCE	

	<ol style="list-style-type: none"> 1. Experience of working with commercial, public sector and third sector organisations and an understanding of their differing cultures and approaches to charitable giving. 2. Knowledge of local organisations and personalities with which Age UK Leicester Shire & Rutland may have synergies which could be leveraged to increase corporate and public support. 3. Experience of fundraising, marketing communications and promotional tools. 4. A business and/or marketing qualification at level 4 or higher. 5. Some flexibility in working hours to meet operational needs which may include some working outside of normal office hours 	<p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p> <p>App Form/Interview</p>
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