

## Job Description and Person Specification

# Fundraising and Engagement Officer

<b>Location</b>	St Edmunds Office, York. YO10 4UX, Flexible hybrid, community, office and home working	<b>Reports to</b>	Communications and Marketing Manager
<b>Hours</b>	21 hours a week	<b>Working pattern</b>	Monday-Friday. Flexible hours will be considered.
<b>Contract term</b>	Permanent	<b>Type of role</b>	Income Generation
<b>Direct reports</b>	None – Support to Volunteers	<b>Holidays</b>	5 weeks and 1 day plus bank holidays
<b>Band</b>	2	<b>Salary</b>	£13.10 per hour

## Context

We are Age UK York, a local independent charity which exists to support the older people of York and those around them. For over 50 years our team of staff, volunteers and supporters have enabled our charity to be there when needed and together realise our mission in making a positive difference to the lives of the older people of York.

Age UK York is committed to diversity, equality and inclusion. Through our recruitment we aim to build a diverse workforce, one that represents the communities we exist to help, and which brings a variety of perspectives; so that together we are best able to support older people in York.

## Purpose of the role

Age UK York exists to realise our mission to make a positive difference in supporting older people, and those around them. Each day our people are there to help people and communities across York though we can only do this thanks to the vital funding of what we do. This exciting role centres on income generation and working with our kind supporters in their entrusting us with their kindness and the difference it makes possible.

Reporting to the Communications and Marketing Manager the role will form a vital part of our efforts to increase awareness of our charity, working alongside potential and existing partners to help our charity generate more diverse sources of income.

The role will work alongside both internal and external stakeholders in forming and delivering a coordinated approach with collaboration across our teams at Age UK York in supporting our income generation efforts including a focus on collective fundraising and events. The

role will represent the charity by engaging across a wide array of partners including private, public and third sector, communities, media, funders and more in promoting Age UK York and our messaging to our range of core target audiences

## **Responsibilities**

As a valued member of the team, the role will help Age UK York to achieve its mission and realise our strategic priority of income generation and sustainability. The role will agreed plans – including business development – and associated success measures.

The role's responsibilities will include, but are not limited to:

### **Fundraising, Campaigns and wider Income Generation**

- > Assist the Communications and Marketing Manager to plan and deliver our supporter journey – including development of a value proposition, fundraising campaigns (online and offline), events and appeals.
- > Help to coordinate the planning and delivery of our development calendar of engagement and fundraising events (e.g. Yorkshire Marathon, support to the Keep Your Pet Dog Walk, collections and legacy events) together with our presence at partner events.
- > Be visible at fundraising events, playing a key role in event planning. Work in support of our charity's delivery of events and promotion of fundraising opportunities including community, corporate and legacies through a range of means and against a range of deliverable success indicators and outcomes.
- > Support the charity's awareness events, campaigns and local initiatives including those impacting older people including community, political and emergency events.
- > Grow supporter-led community fundraising including regular givers to our charity
- > Lead outreach to engage existing and new partners – including businesses, education, community and clubs – promoting fundraising opportunities and supporting their initiatives.
- > Work with colleagues, including the Communications and Marketing Manager in engaging with corporate partners including representing our charity in proactively developing and realising such opportunities.
- > Support our campaigning and influencing initiatives including events and processes to engage older people and those around them capturing their feedback and supporting our co-production principles and influencing decision makers.

### **Communications & Marketing**

- > Alongside the Communications and Marketing Manager, support the delivery of communications and assist with engagement events.
- > Support the creation of engaging content for email, website, and social media to drive online donations, event and programme sign-ups as well as supporting our workforce recruitment and service promotion and reach.

### **Supporter Care and Engagement**

- > Work with the Communications and Marketing Manager to plan and deliver charity's the supporter engagement programme, delivering a rolling 12-month plan of personalised and meaningful touchpoints.
- > Act as the first point of contact for fundraisers, donors, delivering first-class stewardship and support.
- > Ensure timely, warm and effective follow-up with all supporters, helping them feel inspired, valued and connected.
- > Develop and implement strategies with the Communications and Marketing Manager to encourage increased giving and recruit new regular donors.
- > Maximise engagement and retention of individual supporters (particularly low- to mid-level donors) through excellent donor care, timely thanking, and compelling communications.

### **Volunteers**

- > Support Volunteer recruitment, motivation and communication as part of collective approach alongside colleagues.

### **Administration & Data Management**

- > Ensure communications are in line with GDPR and data protection laws.
- > Liaise with Finance team for Gift Aid and Just Giving administration.
- > Support Communications and Marketing Manager in providing regular income generation reports and insights for internal and external stakeholders.
- > Support our collaboration with the wider national Age UK network together, including National and fellow brand partners, to
  - Developing our income generation initiatives including sharing and learning from best practice to strengthen our work in York.
  - Represent Age UK York on national Age UK fundraising group

### **Business Development**

- > Work as part of collective approach in delivering our Business Development ambitions including our income generation plan across our range of stakeholders.
- > Actively work alongside and in support of our income generating activities, both existing and developing, in supporting our charity to diversify our funding:
  - Work with fee generating services to increase our reach and scale of our services and generation of income to reinvest into our charity.
  - Support the business development and success of our retail team including both our online and high street presence and maximising income generation and community engagement.

- Support the charity's grant bidding via research and build successful, productive relationships with relevant contacts.
- > Work with colleagues across our charity in fostering and developing our collective ambitions – encouraging a collaborative approach to support income generation.

### **Other Duties**

- > Support the training and awareness raising to colleagues, including staff and volunteers, to ensure income generation practice and involvement
- > To be an ambassador for the charity, positively promoting the organisation.
- > To work occasional unsocial hours as required in support of our work.
- > Deputise for the Communications and Marketing Manager where required.
- > To undertake such other duties as may reasonably be required.

*This job profile is an outline of responsibilities and will be reviewed with the postholder in light of the evolving needs of the post and Age UK York.*

### **Our Vision and Values**

The post holder will uphold and champion our vision, mission and values.

#### **Our Vision:**

York is an age friendly city where older people are able to enjoy a life of quality, opportunity, and dignity.

#### **Our Mission:**

We make a positive difference to the lives of the older people of York.

We do this by putting them, and the people around them, at the heart of all we do, helping older people feel connected, respected and listened to. We work with partner organisations to improve the quality of later life providing effective, timely support for those who need it the most.

#### **Our Values**

We are:

- > Bold and Innovative
- > Caring
- > Collaborative
- > Inclusive and Mutually Respectful
- > Responsive

# Person Specification

Category	Essential	Desirable
<b>1. Education, qualifications and training</b>	<ul style="list-style-type: none"> <li>• Educated to a minimum GCSE level</li> <li>• Experience in fundraising and engagement within the community</li> </ul>	<ul style="list-style-type: none"> <li>• Hold a relevant higher education or industry recognised certification or have a minimum of at least 1–2 years' experience in a fundraising, communications, supporter engagement or similar role.</li> </ul>
<b>2. Knowledge and skills</b>	<ul style="list-style-type: none"> <li>• Adept at representing an organisation and developing new and existing working relationships across a range of stakeholders.</li> <li>• Strong written and verbal communication skills, attention to detail, with the ability to tailor messages for different audiences.</li> <li>• Excellent organisational skills with the ability to manage multiple priorities and meet deadlines and strong attention to detail.</li> <li>• Confident in working independently, taking initiative, and problem-solving.</li> <li>• Understanding of fundraising best practices, supporter stewardship, and donor journeys.</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarity with digital communications and engagement techniques</li> <li>• Awareness of GDPR and data protection principles in a supporter/donor context.</li> </ul>
<b>3. Experiences</b>	<ul style="list-style-type: none"> <li>• Proven ability to build, manage and develop key stakeholder and customer relationships.</li> <li>• Experience of providing support, motivation and development to colleagues.</li> <li>• Experience of creating, communicating and presenting reports to range of audiences.</li> <li>• Proven ability to build and maintain relationships with supporters, partners, or donors</li> </ul>	<ul style="list-style-type: none"> <li>• Successful experience in income generation initiatives</li> <li>• Previous experience of working with volunteers</li> <li>• Experience in planning and posting organic and paid content via social media platforms including Facebook, Instagram, TikTok and / or LinkedIn.</li> <li>• Raising funds through digital means and with the</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience in planning and delivering fundraising campaigns, events, or community initiatives</li> </ul>	<p>wider community and businesses</p> <ul style="list-style-type: none"> <li>• Experience of being a media spokesperson for an organisation.</li> <li>• Experience of supporting campaigns and influencing at local or national level.</li> <li>• Experience using digital tools for fundraising and engagement (e.g. mass email platforms, design tools, giving platforms, CRM systems)</li> <li>• Experience creating digital content (e.g. website management social media, e- newsletters, case studies)</li> </ul>
<p><b>4. Attributes, Behaviours and Values.</b></p>	<ul style="list-style-type: none"> <li>• Creative, innovative and driven to succeed and find solutions, both individually and with others.</li> <li>• A proactive approach to future planning</li> <li>• Commitment and self-awareness to undertake continuous professional development.</li> <li>• A warm, friendly and professional manner with a people-first approach.</li> <li>• Flexible and willing to support occasional evening and weekend activities.</li> <li>• A collaborative team player, willing to support colleagues across different functions.</li> <li>• Passion and commitment to work within a not-for-profit organisation and support a team approach in working to help others.</li> <li>• A commitment to our organisational values and to equality, diversity and inclusion.</li> </ul>	

<p><b>5. Additional requirements</b></p>	<ul style="list-style-type: none"> <li>• Demonstrate an understanding, support and commitment to Age UK York's Vision, Mission and Strategic Aims, and our efforts to realise them.</li> <li>• Ability to travel to activity &amp; meetings across York and surrounding areas.</li> </ul>	<ul style="list-style-type: none"> <li>• Valid current driving license and access to a vehicle.</li> </ul>
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