

**JOB DESCRIPTION**

**JOB TITLE: Fundraising Coordinator – Individual Giving & Community**

**LOCATION:** Lewes or Eastbourne

**Accountable to:** Business & Operations Director

**HOURS:** 21 Hours per week (part-time, with some evening/weekend work)

**Terms:** Permanent

**Salary:** up to £26,000 + 5 weeks annual leave pro rata

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**Purpose of the Role**

* Increase voluntary income through individual giving, events, and community fundraising.
* Build and strengthen relationships with donors, partners, and supporters.
* Coordinate the Charity’s Fundraising Regulation registration and ensure compliance as appropriate.
* Promote the charity’s work to inspire engagement and support.

**Key Responsibilities**

**Fundraising & Income Growth**

* Deliver the Charity’s Individual Giving Voluntary Income Strategy and meet agreed fundraising targets.
* Develop and run creative donor recruitment campaigns and events.
* Coordinate partnerships and external agencies to expand fundraising reach.
* Support community and corporate fundraisers, ensuring compliance with charity protocols.

**Supporter Engagement & Stewardship**

* Act as the main link between AUKES, supporters, volunteers, and the community.
* Represent the Charity at events, delivering inspiring talks and presentations.
* Maintain and grow supporter relationships to increase regular giving, gift values, and legacy pledges.
* Ensure excellent donor stewardship through timely communications and accurate record-keeping.

**Marketing & Communications**

* Collaborate with the Marketing Coordinator to develop compelling fundraising materials.
* Support digital fundraising via Mailchimp, social media, the website, and Google Ads.
* Manage the Charity’s JustGiving platform and oversee community fundraisers.

**Systems & Reporting**

* Maintain accurate donor records in the Charity’s Fundraising CRM system (Beacon) and ensure GDPR compliance.
* Oversee legacy notifications and records, liaising with external agencies where needed.
* Work with Finance Team colleagues to ensure all donations, Gift Aid claims, and acknowledgments are processed correctly.
* Provide regular reports on income and fundraising performance.

**Team & Volunteer Management**

* Recruit, coordinate, and support volunteers for fundraising projects and events.
* Promote a positive fundraising culture across the organisation by advising and supporting colleagues.

**General**

* Handle public enquiries and administrative tasks related to fundraising.
* Uphold AUKES policies on equality, diversity, and quality standards.
* Undertake other reasonable duties as required.

**Person Specification**

**Essential Skills & Experience**

* Proven experience in fundraising, donor recruitment, or marketing (ideally in the charity sector).
* Strong communication skills, both written and verbal; able to inspire and engage supporters.
* Experience coordinating campaigns, events, or community fundraising initiatives.
* Competent with digital tools and platforms (social media, email marketing, websites, Google Ads, donor CRM systems).
* Strong organisational skills with the ability to manage multiple projects and meet deadlines.
* Confident representing an organisation at events, meetings, and in public-facing situations.
* Able to work independently and as part of a team, showing initiative and enthusiasm.

**Desirable Skills & Experience**

* Experience with managing a donor CRM system (e.g., Beacon or similar).
* Experience with using digital marketing systems for Fundraising (Mailchimp, Just Giving, Meta, Google Ads)
* Knowledge of GDPR and data protection in a fundraising context.
* Experience managing volunteers or coordinating external agencies/partners.
* Track record in developing creative campaigns, digital marketing strategies, or content creation.

**Personal Qualities**

* Energetic, positive, and proactive attitude.
* Creative thinker with a willingness to try new approaches to fundraising.
* Strong interpersonal skills, able to build and maintain relationships with a wide range of stakeholders.
* Flexible, adaptable, and willing to work occasional evenings or weekends to attend events.
* Commitment to promoting equality, diversity, and inclusion in all aspects of work.

**Values & Motivation**

* Passionate about supporting older people and improving their health, wellbeing, and quality of life.
* Enthusiastic about fundraising as a tool to make a meaningful difference in the community.
* Motivated by achieving targets and seeing tangible results from your work.

**Changes to this document**

Age UK East Sussex reserves the right review this document on an annual basis to best suit the changing nature of the role as the service develops. Any changes will be made by mutual agreement.