Job Description

Job Title: FUNDRAISING OFFICER

Post Reports to: COMMERCIAL DIRECTOR

Reports to Post: NONE

Location: HEAD OFFICE, CHATHAM

Job purpose

To increase the income of Age UK Medway by a range of means, including grant and trust applications, approaches to companies for support, and engaging individuals in fundraising activities.

To communicate sponsorship and fundraising opportunities with Age UK Medway, to an identified and agreed range of commercial suppliers.

Job responsibilities

- To work with the Commercial Director to develop and implement a strategic fundraising plan to support the operational needs of Age UK Medway as a successful and sustainable charity.

- To prepare and submit grant and trust applications
    - Work with the Group Chief Executive, Senior Management Team, Heads of Services, and the Management Team to identify relevant projects/activities which require funding.
    - Work with the Commercial Director to identify suitable funding streams
    - Research funder's requirements
    - Develop and write funding applications
    - Maintain records of applications made, and co-ordinate the fulfilment of end-of-funding requirements

- Corporate Fundraising
    - Develop opportunities for business sponsorship and support
    - Research appropriate companies to approach
    - Contact companies to raise awareness of Age UK Medway, and develop relationships

- Community Fundraising
    - Develop and deliver appropriate and cost-effective fundraising opportunities and activities in order to engage individuals and groups in raising funds for Age UK Medway.
    - Link into existing marketing efforts, and developing fundraising-specific opportunities to promote these activities to general or targeted audiences, as appropriate.

- Donor Stewardship
    - Draw on existing marketing efforts, and develop fundraising-specific opportunities, to maintain regular communication with corporate supporters, individuals, and groups, updating them on the work of Age UK Medway, and encouraging their ongoing commitment.
    - Maintain existing and new donor records on the charity's fundraising Customer Relationship Management (CRM) platform.

- Fundraising Administration
    - Ensure all donations are appropriately acknowledged.
    - Maintain appropriate Gift Aid records, and liaise with the Finance Team to complete the annual Gift Aid submission.
    - Ensure all donor-related practices adhere to Age UK Medway's data protection and General Data Protection Regulation (GDPR) policies and procedures.
    - Develop and maintain a toolkit of standard documents and information to support grant and trust applications

- Other duties
    - Provide the Commercial Director with an informative and relevant update as and when required, for inclusion in his report to the Board of Trustees.
    - Ensure all fundraising practices and communications adhere to the codes of practice published by the Fundraising Regulator.
    - Work closely with the Commercial Director to plan and implement an annual fundraising plan which supports the strategic aims of the charity, and generates income in line with the targets set by the Senior Management Team.
    - Undertake other reasonable duties commensurate with the post, as required by the Commercial Director and/or the Group Chief Executive Officer.

The areas covered in the Job Description are intended to provide an overall context to the role, and is not designed to be an exhaustive list of tasks.

Communication and working relationships

Internal

- Group Chief Executive
- Commercial Director
- Senior Management Team
- Management Team
- Heads of Service
- Board of Trustees
- Administration Staff
- Service Users and Families

External

- Identified Third Party Commercial and Voluntary Organisations
- Existing and New Individual/Group Donors
- Other Age UK Organisations
- The Fundraising Regulator

Performance review

Personal Performance will be assessed annually.

A personal development plan and/or appropriate training will be agreed with the Commercial Director.

General

All employees are subject to the requirements of the Health and Safety at Work Act. The post holder is required to ensure as an employee, that their work methods do not endanger themselves or others.

All employees are subject to the requirements of the Data Protection Act and General Data Protection Regulations, and must maintain strict confidentiality in respect of Donors and Corporate Supporters, and relevant records at all times.

All employees must comply with the organisation's Equality and Diversity Policy.

Age UK Medway aims to maintain the goodwill and confidence of its own staff, Service Users and the public. To achieve this objective, it is essential that employees carry out their duties in a professional, courteous and empathetic manner.

Age UK Medway maintains the right to amend the job description in consultation with the post holder. Any agreed changes will be notified in writing.

Personal specification

Required:

- Demonstrable, significant relevant experience (minimum 3 – 5 years), knowledge and skills
- A dynamic, self-motivated individual, with the ability to work to deadlines and competing priorities
- Excellent communication, presentation, and organisational skills
- Experience in public speaking
- The ability to work alone and use your own initiative, whilst also being able to work as part of a team
- Experience of developing and implementing a fundraising plan which meets strategic charitable aims
- Experience in identifying and pursuing new sources of funding
- The ability to work under pressure.
- Effective time management skills