

J O B D E S C R I P T I O N

FUNDRAISING OFFICER

SUMMARY

The Fundraising Officer will be responsible for assisting in developing and delivering strategies to recruit, retain, and steward individual donors to increase and sustain an income stream for the charity. This includes managing campaigns, donor communications, regular giving programmes, supporter journeys and being present in the city promote the charity's campaigns.

1. PRINCIPAL RESPONSIBILITIES

- a) Work with the Head of Fundraising (HOF) and wider team to plan and deliver engaging, innovative campaigns and events (offline and online) to raise awareness of the charity, increasing the number of donors, in turn, increasing income.
- b) Support the HOF with campaign and event evaluations, identifying successes and areas of improvement, developing and implementing these across future campaigns and events.
- c) To support Fundraising volunteers who assist at events and in the community.
- d) Help develop creative, relevant and engaging content for different audiences, considering local and national events, campaigns and news.
- e) Manage and maintain the donor's journey from moment of sign up through to post event/campaign, retaining their long-term support.
- f) Ensure timely acknowledgement of gifts/donations.
- g) Respond to donor enquiries in a timely, appropriate manner.
- h) Stay up-to-date with what is happening across the city, identifying opportunities for the charity to get involved, raising our profile and increasing engagement and donations from the public.
- i) Actively work within the city to raise awareness of the charity, promote campaigns and events, ensuring resources are readily available to support this.
- j) Use the charity's CRM (Beacon) effectively to record and manage accurate supporter stewardship and reporting.
- k) Identify supporters through the CRM to target directly.
- l) Collect and share relevant information amongst the wider team, particularly the Heads of Departments and the Marketing and Communications Officer, to create impact reports and provide updates for newsletters and any other relevant communications.

- m) Establish and maintain relationships with stakeholders.
- n) The role will require regular weekend working, averaging no more than four weekend working days per month.

3. GENERAL

- a) To assist with Age UK Plymouth functions held at all centres, as required.
- b) To comply with the Charity's Health and Safety policies and other relevant policies and procedures as contained in the Employee Handbook and as appropriate to the post and operational guidelines.
- c) To assist and take part in the Charity's profile raising and charitable events.
- d) To uphold and promote Age UK Plymouth's Equality & Diversity Policy and ensure effective implementation in all aspects of service delivery and employment.
- e) To undertake any training considered appropriate to the post.
- f) To ensure the requirements of the Data Protection Act are complied with when carrying out the specific duties of the post.
- g) To undertake such other duties as are reasonably appropriate to the post.

4. UNDERTAKING

I understand and accept my responsibilities, as outlined, for the post of Fundraising Officer for Age UK Plymouth.

I accept the conditions of service.

Signed _____ Date _____

Name _____

(please print)