

Senior Fundraising Executive

Responsible to: Head of Marketing & Engagement

Brief overview of the role: To play a lead role in our income generation securing funds from grant making organisations, charitable trusts, foundations and other statutory sources, writing captivating applications, developing stewardship and building relationships in support of the charity.

Provide other fundraising support including In Memory/Legacy, Community, Events & Appeals.

Main duties:

Grants & Trusts:

- Identify, prepare and write high quality grant and trust applications with the aim of generating both restricted and unrestricted funds to support our existing services, new developments and core operations.
- Lead on and maintain the Fundraising Pipeline Tracker to provide a schedule of reporting requirements for all grant/trust/statutory sector sources.
- Manage and steward funder relations to meet project and reporting requirements, ensuring timely receipt of payment ongoing reporting, communications and support.
- Carry out prospecting research to proactively seek and identify new funding opportunities.
- Build a variety of resources to maintain an up-to-date list of warm funders and work with Pipeline Team at monthly meetings to review the list and opportunities to re-apply.
- Build relationships and link with Age UK national on strategic grant opportunities with partners and one-off, ad-hoc projects.
- Represent AUKWSBH at networking opportunities both online and in person and link with other Age UK partners and organisations for mutual gain.

Planning & Development:

- Provide input and support to the Head of Marketing & Engagement in the development of strategic objectives and plans.
- Review and make recommendations for the ongoing development of the CRM system for reporting and general fundraising plans and opportunities for growth.
- Work closely with fundraising team members on the yearly plan to maximise opportunities and priorities.

Other Fundraising:

- Provide input and support with annual fundraising plan including Grants & Trusts, In Memory/Legacy, Community, Events & Appeals.
- Support the Fundraising & Marketing Assistant to grow existing relationships with individual supporters, encouraging them to engage with AUKWSBH keeping accurate records on our CRM (Advantage) to ensure that we develop, engage and update our supporters.
- Support the development of the charity's cross organisational events e.g. Festive & Summer Events.
- Monitor fundraising platforms and liaise with Head of Finance on reporting requirements as necessary.

Fundraising Promotion:

- Support the Head of Marketing & Engagement to produce high quality promotional material to support the development of the fundraising programme, including newsletters.
- Support the Head Marketing & Engagement to promote fundraising events and opportunities, via a number of channels including websites, Facebook, Twitter, press coverage, printed material etc.

Development of other fundraising streams:

- Support the development of other fundraising streams in conjunction with the Head of Marketing & Engagement.

Service Delivery:

- To fully assess and identify all opportunities to signpost and refer clients on to appropriate services and complete; following up if required, documenting activity on AUKWSBH's database.
- To liaise closely with hospital, community, health and social care staff as appropriate
- To promote the service at any opportunity and other relevant services available from AUKWSBH.

Financial Management:

- Paying staff & volunteer expenses in a timely manner.
- Payment of invoices.
- Monitor financial performance against budgets – compile statistical data and prepare reports for stakeholders as required.

Governance:

- To adhere to all health and safety, and legal requirements in line with AUKWSBH policies and procedures including monitoring and taking appropriate, prompt action to ensure compliance.
- To ensure data and administrative processes are adhered to in line with AUKWSBH policies and legislation of the Data Protection Act 2018.
- To regularly and accurately update Charity Log and provide statistical and monitoring information as required.
- To attend/undertake relevant and mandatory training as required.
- Monitor hazards and risks and implement relevant organisation processes including but not restricted to: Health & Safety, HR, Information Governance and GDPR and reputational risk.
- To help deliver the objectives as set out in the organisational strategic plan.
- To adhere to all other organisational policies and procedures.
- To undertake any other duties appropriate within the role as may reasonably required by AUKWSBH.

Key contacts and relationships

This role will work closely with the Head of Marketing & Engagement, Volunteer Manager, Finance Team, other members of SLT, the localities and central office functions. Seeking new and maintaining existing external relationships are also key to the success of this role.

Key external relationships with Grants and Trust Funders, Age UK National & other external agencies relating to fundraising.

Equality, diversity and inclusion

AUKWSBH is committed to anti-discriminatory policies and practices. It is essential that the post holder makes a positive contribution to their promotion and implementation.

Scope of job description

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the postholder.

Person Specification – Senior Fundraising Executive:

Experience	Essential	Desirable
An excellent understanding of fundraising within Grants & Trusts	*	
Writing effective grant applications (or similar proposals)	*	
Experience of handling administrative functions – call logs, database CRM, finance, marketing	*	
Experience of completing multiple tasks by managing own workload	*	
Experience of working with older people or other vulnerable groups, with specific experience of promoting independence, health and wellbeing and social inclusion		*
Experience of updating in house databases – CRM	*	
Marketing/ promotional skills	*	
Experience of problem solving and escalating where appropriate	*	
Excellent relationship skills	*	
Excellent interpersonal skills and ability to communicate well with a wide range of people including, staff, volunteers and public.	*	
Social media skills including Facebook and Twitter		*
A 'Can do' positive and professional attitude that can flex and adapt to challenges	*	
Knowledge/qualifications		
Educated to degree level or equivalent	*	
Other requirements		
An understanding of, and interest in older people, their situations and the opportunities they may want and/or need	*	
A sound understanding of sustainability to help deliver effective and focused services that also minimise environmental impact		
Commitment to AUKWSBH's vision, mission and values	*	
Ability to travel on occasion to different locations including other AUKWSBH sites	*	
Understanding of and adherence to organisational Code of Conduct, supporting positive change across the charity	*	