

**Role Description**

**Our vision:**

*A world where everyone can love later life*

**Our mission:**

*To help people enjoy a better later life*

**Job Title:**

*Fundraising Officer*

**Our values:**

*We are passionate and determined about making later life better*

*We work together as one team believing in the potential of people*

*We set the standard of success for ourselves and others to follow*

*We act with integrity and show pride in everything we do*

**Role Description**

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| Job Title: | Fundraising Officer |
| Department Name: | Marketing |
| Location: | Belfast |
| Contractual Status of Role: | 12 Month Contract (maternity cover) |
| Hours: | 35 |
| Job Title of Line Manager: | Director of Marketing & Business Development |
| Job titles and number of any direct reports: | Income Generation Supporter Officer (2 days per week) |
| Job Purpose: | To manage individual donor support programmes with a view to maximising unrestricted income and generating long-term support and regular givers for Age NI. Individual donations include direct mail; legacy giving; payroll giving; committed giving, lottery, donations in lieu and Perks card.  |
| Main Responsibilities/ Deliverables: | * To deliver a programme of events, activities, and benefits to each type of individual donor
* To maintain the donor database in line with database procedures
* To co-ordinate and support data processing for internal reports and reconciliations with external agencies to process monthly DDs
* To promote legacy giving and co-ordinate legacy events
* To launch a new Age UK lottery programme in Northern Ireland
* To work with external direct marketing companies as appropriate
* To monitor and support the promotion of payroll giving
* To manage online giving including Direct Appeals, eBay sales with supporting digital content on web and social media
* To manage the distribution of mailings, updating records and co-ordination of campaigns and programme activities
* To report quarterly on net income from individual donors against budget
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| Quantitative Aspects of Role: | * Achievement of fundraising targets in relation to individual giving, legacies, gift aid, payroll giving, direct mail & income, corporates, community and trust and foundations
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| Experience | * Proven experience in Fundraising, or other relevant Sales/Marketing
* Proven experience of Direct Marketing
* Proven experience of working with marketing/ fundraising content management systems/ databases e.g. Raisers Edge
* Proven experience of building and maintaining client relationships
* Experience of digital marketing for fundraising
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| Knowledge | * Knowledge of issues affecting older people
* Knowledge of Age NI activities
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| Skills | * Exceptional verbal and written skills, with the ability to communicate clearly and concisely, conveying information persuasively
* Excellent interpersonal skills
* Ability to plan and prioritise own workload to meet deadlines, with minimal supervision, using own initiative as appropriate
* Ability to professionally produce a range of communications and reports using Word, Excel and PowerPoint
* Ability to analyse database and market research information and devise appropriate plans
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| Additional Circumstances: | * Full current driving licence and access to a car for business purposes or access to a form of transport to meet the travel requirements of the post
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| Notes:* *This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.*
* *In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.*
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