

JOB DESCRIPTION:



Senior Community Fundraising Officer

Reports to:	Fundraising Manager
Location	Remote (UK based) with offices in London and Bristol
Salary	£34,200 (pro rata)
Length of contract	Permanent, 0.6 FTE position. 22 hours per week
Closing date:	18 th April 2024
Interviews:	29 th / 30 th April 2024

Main Purpose of Post

The Senior Community Fundraising Officer is responsible for overseeing all income via community fundraising and managing two Community Fundraising Officers. The post holder will be responsible for income from various sources including physical fundraising challenges, non-physical fundraising events, educational institutions, community groups, and celebration fundraising (e.g. birthdays and weddings). The post holder will also have oversight of our annual flagship fundraising event, the 1.7 challenge, and any other mass fundraising events. The purpose of this post is to feed into strategy, providing guidance and direction to ensure that Community Fundraising continues to grow as an area of income and that all fundraisers receive high-quality support and stewardship.

The post holder will develop and maintain both internal and external contacts and will need a thorough understanding of Women's Aid's work.

Duties and Key Responsibilities

1. Line management

- 1.1. Line manage two Fundraising Officers (full-time) responsible for setting their workplans and managing workloads, answering queries and ensuring work is being completed effectively.
- 1.2. To hold appraisals and regular supervisions/one-to-ones with them, to nurture their growth and ensure their well-being in the workplace.

2. Community Fundraising

- 2.1. To oversee all community fundraising at Women's Aid, and to create and implement a community fundraising strategy in order to sustain growth in this area and develop stewardship journeys.
- 2.2. Oversee the portfolio of Women's Aid running events and assist with the organising where required, and occasionally attending events to support fundraisers.
- 2.3. Supervise the planning, delivery and analysis of the 1.7Challenge, Women's Aid's annual flagship fundraising event and any other mass fundraising events that are developed in the future.
- 2.4. Overview the growth of community fundraising in areas such as fundraising with educational institutions, community groups and faith groups.
- 2.5. To be responsible for the development and production of a range of fundraising materials ensuring that appropriate materials are available to recruit and support fundraisers to enable us to achieve stretched fundraising targets.
- 2.6. Oversee all online platforms for community fundraising, including our digital fundraising presence.
- 2.7. To troubleshoot queries regarding community fundraisers ensuring that Women's Aid's reputation is maintained at all times.
- 2.8. Oversee conversion programme for community fundraisers to implement upselling of events.
- 2.9. Work with the Senior Fundraising Officer – Individual Giving and Legacy to convert fundraisers to donors, regular givers and legators.
- 2.10. Work with the Senior Corporate Fundraising Officer strategically to cross-sell our offerings as one cohesive fundraising team – i.e. developing processes for corporate partners to take part in challenge events.

3. Wider fundraising responsibilities

- 3.1. Work with the Senior Fundraising Officer – Individual & Legacy Giving to develop and launch Women's Aid merchandise.
- 3.2. To manage budget recommendations around community fundraising.
- 3.3. Keep up to date with trends and good practice and identify new fundraising opportunities.
- 3.4. To take responsibility for ensuring that all records are maintained on the Women's Aid CRM.
- 3.5. Input into the planning of wider fundraising strategies.

4. Information Management, monitoring and evaluation

- 4.1. Establish appropriate means of evaluation for all stewardship programmes.

- 4.2. Use the fundraising database to analyse project success rates to support the fundraising team strategy and feed into the fundraising team's KPIs.
- 4.3. Cross-departmental work to ensure accurate and in-depth knowledge of projects and services to ensure compelling and appropriate asks to supporters.
- 4.4. Take responsibility for ensuring that full records of all contacts are maintained on the database.
- 4.5. Use the database to develop processes for tailored stewardship journeys.

5. Financial

- 5.1. To manage the budget for community fundraising, making recommendations to the Fundraising Manager and reforecasting on a quarterly basis.
- 5.2. To contribute to the teams KPI's and update all appropriate reports/documentation.

6. Contact and liaison

- 6.1. Develop and manage relationships with fundraisers, encouraging them to become long term supporters of Women's Aid.
- 6.2. Work closely with key internal stakeholders both to understand and be able to package up their work into clear compelling asks for all stewardship documents.
- 6.3. To manage the relationship with external suppliers such as Third Party Race organisers ensuring that invoices are paid on time and places secured.
- 6.4. To work pro-actively cross-organisationally to integrate communications and outreach opportunities into lead generation, supporter development and profile building for our fundraising.

Person Specification

EXPERIENCE Essential:

- At least 2 years' experience of working in a fundraising role and directly supporting fundraisers.
- Experience of managing a portfolio of fundraising events for community fundraising.
- Experience of building and maintaining strong relationships with individual fundraisers or supporters.
- Experience of working within a team and individually to achieve success; meeting or exceeding your financial targets.
- Demonstrable experience of initiating cross-team working to achieve financial goals.
- Experience of using a CRM database, such as Raiser's Edge, Access Charity CRM, or Sales Force, to target and segment supporters.
- Experience of line management.
- Experience of developing fundraising strategies for working with educational institutions, community fundraisers and faith groups.

SKILLS & ABILITIES Essential:

- Excellent computer skills and experience using a wide range of computer packages, including Microsoft packages.
- Creative thinking and problem solving.
- Excellent interpersonal skills, ability to liaise with people at all levels, on the telephone, face to face and in writing.
- Ability to carry out thorough research to keep-up-to date with new fundraising opportunities.
- Demonstrable initiative and determination.
- Excellent attention to detail and accurate record keeping.
- Ability to prioritise tasks and manage a busy workload.
- Experience of maintaining and reporting against budgets and feeding into the teams KPI's.

KNOWLEDGE Essential:

- Knowledge and understanding of Feminism.
- Understanding of domestic abuse and the issues relating including the impacts on women and children.
- Understanding of the role of Women's Aid.

OTHER REQUIREMENTS Essential:

- Able to demonstrate a commitment and sensitivity of the aims and objectives of Women's Aid;
- Commitment to anti-discriminatory practice and equal opportunities;
- Willingness to travel and work occasional unsocial hours as required.

Benefits

- Generous Annual Leave: 28 days, rising to 30 with long service, plus 8 bank holidays.
- Extra Leave Days: Celebrate International Women's Day and the Tuesday after the August bank holiday.
- Valuable Pension Benefits: Join Women's Aid pension scheme with a 7% employer contribution.
- Flexible Working: remote working, family-friendly policies and paid leave for maternity, paternity, and adoption.
- Wellness and Support: Cycle to Work Scheme, free optician check-ups, annual flu vaccines, and 24-hour counselling helpline.
- Mental Health and Well-being: 'Reflective Practice' sessions, team catch-ups, access to 'Headspace' for mindfulness, and Employee Assistance Program with counselling and advice services

Summary of Terms and Conditions of Employment

Terms of appointment: Confirmation of appointment will be subject to the satisfactory completion of a probationary period. This will normally be of six months (less for short term contracts). During this time an employee will be expected to establish their suitability for the post. During the probationary period employment may be terminated in writing, giving one week's notice by either party (this may be waived by mutual agreement). Only any statutory dismissal procedure will apply during the probationary period. There is no probationary period for contracts of under 3 months. All posts are subject to a DBS check, two suitable references and right to work checks.

Salary: £34,200 pro rata + benefits. Salary is paid in arrears through bank credit by the 25th of each month. Part time staff receive pro-rata payment based on hours worked.

Working hours: The standard working hours for this post are 22 hours per week, based in London/Bristol/Remote UK based; benefits include a generous bank holidays and annual leave package and contributory pension scheme. All posts, including remote posts must be based in the UK.

Support and supervision: Women's Aid has a commitment to providing regular supervision and support to staff with annual appraisals forming a key part of staff development. We have a training policy in place and encourage staff to take an active role in their career development plan.

Pension: Women's Aid is enrolled with the People's Pension scheme. Women's Aid normally contributes 7% of salary and the employee contributes 3% towards the group pension scheme. Eligible staff will be automatically enrolled on the scheme when they have successfully completed the 3-month interim probationary review.

Annual Leave: Women's Aid offers an annual leave entitlement of 28 days per year rising by one day per year until 30 days annual leave per year is reached. In addition, we offer 8 days public holidays plus 2 additional days in March and August. Plus, three days of 'end of year' leave, bridging the gap between the festive holiday period and new year to allow colleagues to rest and recharge during this unique quiet time. All leave entitlement is calculated pro-rata for part time employees

Other leave: Employees have contractual rights to time off for reasons of sickness, maternity and other circumstances.

Period of notice: 1 month after your probationary period has been completed.

Union: You have a right to membership of a trade union. Women's Aid recognises Unison.

Asylum and Immigration Act 1996: To confirm your right to work in the UK, Women's Aid will need to see the original of at least one document from a specified list (available on the UK Government website). Most commonly this is a British Passport. Additional information is available on request.