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**JOB DESCRIPTION**

**Job Title:** Fundraiser

**Accountable to** Chief Executive

**Responsible for:** Fundraising volunteers and assistant/apprentice.

**Based at** Rothesay Court

**Hours of work 37 hours a week**, flexible working is required as evenings and weekends may be required as part of the role.

Salary; **£22,164.48 - £24,492.52** depending on experience.

**Principal Objectives**

To use all possible means and channels to drive fundraising growth for the charity, as a sole fundraiser, being involved in all aspects of fundraising activity.

To lead and deliver on the charity’s ambitious fundraising targets, maintaining alignment with the fundraising performance requirements of the 3-year Strategy, and to increase and raise the profile of the Charity within Stoke on Trent and surrounding areas.

**Tasks and Responsibilities;**

* To develop a Fundraising Strategy for Board approval, with an effective annual fundraising action plan, with activities, events and campaigns designed to maximise funds to meet the annual performance targets.
* To liaise and support our donors, our corporate fundraising ‘partners’; local businesses, schools, colleges and university with their fundraising activities for the benefit of Gingerbread.
* Establish effective links with representatives from local media, ie, local Radio, TV, or Newspapers, to raise the profile of The Gingerbread centre in the local area.
* Represent Gingerbread by attending local Networking events, conferences and functions to promote and raise awareness of The Gingerbread Centre and its fundraising activities.
* To develop relationships with high value supporters and groups and co-ordinate their contact and involvement with The Gingerbread Centre.
* Use your initiative, to develop and personally manage various and/or imaginative activities to motivate and involve Gingerbread supporters and donors.
* To develop a range of Gingerbread fundraising promotional ‘packs’ for various fundraising or promotional activities.
* Develop levels of donation ‘thank you’ packages, to encourage regular donor / corporate support.
* To assist in the recruitment and training of an active group of volunteers to support the annual fundraising strategy, ensuring the fundraising Volunteer role profiles are reviewed regularly in line with requirements
* To ensure that Gingerbread’s media routes are updated regularly with interesting promotional items to raise awareness of Gingerbread and our activities.
* Liaise and work in conjunction with any Trustee with an expertise or keen interest in PR or fundraising, ensuring they are consulted and kept in the loop.

**Administration**

* To maintain an electronic list of donors, corporate givers and supporters, gaining active permission to hold their details and contact them, in line with the general data protection regulation.
* Ensure donors are communicated with appropriately following any donation.
* Send regular news updates to maintain the donor relationship.
* Report monthly to the Chief Executive on your fundraising action plan, highlighting quick wins and longer term actions for decision.
* Provide a comprehensive quarterly update report for the Board of Trustees.
* To manage your fundraising/ promotional budget effectively with the support of the Finance Manager. To research and apply to Trust funds to support the fundraising target, and to bring added income towards Gingerbread activities and core costs.
* To apply for Grant applications to assist the business where requested by the Chief Executive.

**Supervision**

* To provide supervisory support and guidance to any Fundraising Assistants.
* Assist the Volunteer Co-Ordinator, to engage and support the AwSome (as and when) and VIP (Volunteer in Place) Fundraising Volunteers.
* Support the fundraising volunteers with their induction and development plans, for mutual benefit.

**Development & Training**

* To actively attend and take part in staff meetings, both one to one and team.
* To be proactive in your annual appraisal, ensuring your everyday attitude and behaviour befits the values and expectations of the company.
* To ensure our fundraising practices follow the guidance and best practice of the Institute of Fundraising.
* Attend fundraising meetings and other relevant meetings out of hours as required.
* To investigate training opportunities and attend appropriate training/workshops/ seminars to further personal development within the organisation.
* To take ownership of Gingerbread’s Values, working to the good behaviours, improving your competences, learning and developing yourself to meet the requirements.
* High level of commitment, showing adaptability and ability to change.
* Ability to work harmoniously with staff and colleagues in line with our equal opportunities policy.

**Other Duties**

* To act as a positive role model for others.
* To be an ambassador for our Charity; representing Gingerbread at external meetings, conferences, events and functions
* To carry out other tasks and duties as may reasonably be requested by the Chief Executive and/or the Management Committee/ Trustees from time to time.
* To abide by the code of conduct and to follow the policies and procedures within the company handbook.



**PERSON SPECIFICATION;**

**Qualifications and Skills**

**Essential**

* To have an enthusiastic, positive and flexible approach to work, willing to work evenings and weekends to suit the needs of the role.
* To hold a valid driving licence and have access to a vehicle for ease of travel.
* Experience of developing and managing fundraising projects, in the voluntary sector for a minimum of 2 years
* To have experience of gaining Grants and funding in the voluntary sector.
* Essential to be a self-starter requiring minimal supervision and direction.
* Experience in the broad mix of fundraising disciplines (e.g. corporate, legacies, community, events, individual donors)
* To have excellent personal communication skills, with an approachable and friendly manner and the ability to liaise effectively with all levels of the community.
* To be confident, bold and courageous to hold ‘difficult’ conversations in the ‘can you help ££’ conversation with all potential donors.
* To have good presentation skills and be able to use PowerPoint or other presentation tools effectively in group situations
* Excellent knowledge of all Social Media and media communication tools.
* Proven track record in achieving financial and non-financial targets

**Desirable qualities:**

* To have a well-developed level of emotional intelligence.
* Team player with a confident, personable manner and professional approach.
* Ability to produce marketing and publicity materials to accompany fundraising activities and promotions
* IT and administration skills to manage and develop office processes for fundraising and promotion.
* To have empathy with our service users and value our aim of improving their lives.
* A good standard of written English with an ability to produce concise and persuasive prose
* Experience in planning and developing effective fundraising strategies
* A detailed understanding of the wider funding environment and changing trends in the voluntary sector
* Relevant professional qualifications or memberships

**Benefits**

* Starting at 20 days’ annual leave + bank holidays (pro rata)
* Flexi-time system
* Daily car parking reimbursed
* Free Health Care Scheme, after 6 months
* Up to 5% Employer Pension Contribution