Regional Fundraiser

Job Description

**Responsible to:** Operations Manager

Length of contract: Fixed Term for 12 months

**Salary:**  £32,963.00 per annum (pro-rata)

**Based at:** Hybrid working in Lancashire and surrounding areas

**Hours:** 24 hours per week (negotiable)

**Annual leave**: 25 days plus bank holidays (pro rata)

**Our Mission**

We help people to achieve the outcomes that matter to them in their lives, by providing high quality advocacy.

**Purpose of role**

The Regional Fundraiser will be responsible for seeking out income streams and building relationships to allow Advocacy Focus to income generate unrestricted and restricted funds to achieve set targets to agreed budgets and timescales.

They will work with the Management Team and Marketing Executive to implement and develop an income generation strategy with an outline plan of how it will be achieved.

**A brief overview of the role**

You will work closely with the Marketing Executive to continue to raise the profile of Advocacy Focus, by sharing the excellent work they do and the difference it makes, to encourage the community and corporates to support the charity to continue to provide an excellent service.

You will be responsible for building relationships, seeking out opportunities, and implementing a case for support, whilst making it attractive and easy for people to donate,

You will work closely with the team to gain knowledge of the service and its beneficiaries, to equip you with the knowledge to share the difference the charity makes to the quality of lives of the people it supports.

**Key tasks**

Devise annual income generation strategy with Senior Leadership Team (SLT) to ensure targets can be met.

To successfully carry out this role, we are looking for a candidate with the following skills:

* Excellent communication skills
* Proven track record of achieving targets
* Great relationship management skills
* Able to actively seek out opportunities and act on them
* Confident presentation skills
* Manage and prioritise own workload
* Be a team player

In addition, you will be required to:

* Compile detailed quarterly income generation activity plan, report on income against targets and present in quarterly marketing meeting with SLT.
* Evaluate income trends to report on activity trends etc. to SLT.
* Meet with Marketing Executive to plan marketing activity needed to promote income generation events, campaigns etc.
* Attend networking and community events to build relationships and raise profile of Advocacy Focus
* Work with the team to ensure new literature carries information about fundraising or ‘leaving a gift in your will’ - adhering to brand guidelines.
* Generate innovative ideas and initiatives
* Undertake monthly shadowing with our Independent Advocates, to develop deeper understanding of the concept of advocacy and services provided, to aid with marketing messages to various stakeholders.
* Organise and facilitate fundraising events and campaigns where appropriate with relevant team members.
* Travel to meet partners and stakeholders at meetings, events, and seminars.
* Adhere to and implement company policies and procedures.
* Maintain excellent relationships with internal and external stakeholders, customers, partners, and suppliers.
* Work as a member of the Advocacy Focus team, attend monthly meetings and training, as necessary.
* This role will require occasional work at evenings and weekends, so must be available as required.
* Be responsible for identifying areas for personal development including the laws and regulations set out by the Fundraising Regulator and ensure compliance.
* Undertake any other duties as commensurate with the grading of the post.

**Person Specification – What we need from you**

We value personal qualities over specific qualifications or experiences. Essential criteria are non-negotiable, while desirable criteria are advantageous or trainable. If you are excited about this role and align with our mission, we encourage you to apply, even if your experience does not perfectly match every requirement. We are dedicated to building a diverse, inclusive, and authentic workplace.

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| **Education and training** |
| **Essential**  | **Desirable**  |
| Minimum of 2 years’ experience in a fundraising, business development role.  | The ability to drive and a full UK drivers’ licence. |
| A proven record of achieving budgets. | Experience of working in a Third Sector organisation. |
| Grade C or above in English and Maths (or equivalent). | Professional Fundraising Qualification such as the Diploma in Fundraising.  |
|  | Knowledge of using a CRM system to record and track supporter information to build a supporter journey. |
| **Achievements, experience, skills & abilities** |
| **Essential**  | **Desirable**  |
| Extensive experience in developing strategies to meet organisational objectives, in particular, income generation. | Strong understanding of customer and market dynamics and requirements. |
| Understanding the importance of synergy with the charity’s marketing resource to convey key messages, promote events, and showcase fundraising successes and campaigns via channels such as social media, website, press releases etc. | Direct experience of working in and understanding the local/regional voluntary sector. |
| Ability to communicate well with a range of stakeholders. | Knowledge & understanding of the principles of advocacy & empowerment with an awareness of the issues involved. |
| Ability to work independently or as part of a team. | Abilities relating to inclusive communication techniques. |
| Ability to work to agreed deadlines and manage own workload. | Knowledge and experience of using Google Analytics and other analytical tools. |
| Creative thinker, with the ability to use a structured approach, delivering on time and within budget. |  |
| IT skills to high level of proficiency, including word processing, spreadsheets & database systems |  |
| Confident, resilient, and tenacious with an enthusiastic can-do attitude. |  |
| Excellent attention to detail. |  |
| Excellent people skills and a supportive outlook. |  |
| Positive attitude to a fast-paced working environment. |  |