

Eddie's

JOB DESCRIPTION

JOB TITLE: Community Fundraiser

REPORTS TO: Head of Services

ACCOUNTABLE TO: Eddie's Board of Trustees

JOB PURPOSE: To proactively achieve/ exceed agreed income from community, individual and corporate sources through a range of methods including direct mail, telephone, e-mail, websites, social media, newsletters, leaflets/brochures and any other relevant channels; to support other income-generating activities of Eddie's.

KEY RESPONSIBILITIES:

- To achieve annual and longer-term income targets as agreed with the Head of Services, for restricted and non-restricted funding.
- To be responsible for the delivery of an agreed donor recruitment, retention and development strategy to realise income from individual, community and corporate sources for Eddie's.
- To be responsible for the development of persuasive marketing and appeal material for the charity's website, newsletters, brochures, information leaflets etc.
- To assist and otherwise support the Head of Services with research and work around legacies, major gifts and other forms of non-grant funding.
- To enter all voluntary income on the donor management database and to liaise with the Finance department to process incoming cash and cheques in a timely and organised way.
- To work with the Finance department to ensure that records of income received are maintained and communicated effectively to ensure that the records of the donor management database tally with the management and other accounts.
- To maintain and update the donor management database with all information related to the supporter base, with financial, biographical and personal information and all correspondence and ensure that such information is stored and maintained securely and in keeping with data protection legislation and regulation.

- To keep correct and proper records as required by legislation, regulation and best practice, and to be responsible for ensuring that such records are kept securely.
- To ensure that communication opportunities to maximise Gift Aid income are optimised. To work with the Finance department in the collation and submission of annual gift aid claims.

To optimise social media opportunities and manage a programme of social media activities.

- To be responsible for ensuring that all fundraising campaigns are managed with the aim of delivering targets on time and in budget.
- To design and test new approaches and written materials to maximise income and response from current and prospective supporters, including working with any outside agencies and other partners/suppliers.
- To contribute to, develop and share an in-depth understanding of the work of Eddie's and the needs of its actual and potential beneficiaries with its supporter base.
- To keep the Head of Services informed of all developments relating to community fundraising income including preparing and submitting monthly progress reports, monitoring research, analysis of current income, identifying areas for improvement and suggesting appropriate changes.
- To research and support 'Charity of the Year' partnerships engaging community groups and local businesses as appropriate.
- To act at all times in a way that will encourage supporters and potential supporters of Eddie's.
- To carry out duties and responsibilities in line with Eddie's policies, employment legislation, Equal Opportunities legislation and other best practice guidelines.
- To be prepared to undergo internal and external training both of a related professional nature and in keeping with the ethos of Eddie's.
- To willingly participate in team meetings, supervision meetings and appraisals.
- To adhere to confidentiality and security of information at all times and in line with the Data Protection Act.
- To assume any other related duties that may not unreasonably from time to time be required.

Note: Post holders have a responsibility to comply with and promote all Eddie's values and policies, including Health & Safety and Equality and Diversity.

This job description is not intended to establish a fully comprehensive list of tasks but outline the main role responsibilities.

Note: Due to the nature of the post, there is a requirement for the post holder to occasionally work outside their normal contracted working hours. On such occasions, those hours worked would constitute part of their contracted weekly hours.