

JOB DESCRIPTION

Keeping Abreast - Fundraising Officer

22.5 hours per week, mainly office hours with the flexibility to attend events

Overview

To lead the charities fundraising activities. To identify, implement and maximise return from a variety of income sources and work proactively within the Keeping Abreast team to ensure the financial longevity of the charity.

Location

The post holder will be expected to work from the Keeping Abreast office in Little Melton, Norwich

Main Purpose of Job

- To organise, promote and manage a range of fundraising activities in line with the yearly fundraising target from the main income streams:
 - Internal events (HQ and group)
 - Corporate fundraising
 - Wills and legacies
 - Community fundraising
- Co-ordinate the planning and management of KA events, with a focus on the fundraising activities including volunteer requirements.
- To support and work with other employees and provide the necessary fundraising information to fulfill their responsibility.
- Support external fundraisers and donors, providing any advice needed and charity materials required.
- Attend fundraising activities when required and appropriate, this may be outside of core working hours.
- Develop, plan and coordinate themed campaigns to encourage fundraising at specific times.
- Develop fundraising initiatives with the Groups, acting as advisor and promoting the benefits.
- Manage fundraising administration including reports and budgets.
- Maintain and update the fundraising/donor database, ensuring that all supporters are communicated with and thanked appropriately.
- Ensure all public relations and social media opportunities are maximised. Maintain existing and develop new social media contacts, building relationships and help raise the awareness of Keeping Abreast.
- Ensure all cash handling, donor acknowledgement and receipts are in accordance with KA procedures.
- To attend and input to fundraising team meetings and KA team meetings.
- Build relationships within the community and with volunteers.
- Manage and design of marketing and fundraising materials.
- Run social media campaigns, post updates and respond to correspondence.
- To be familiar with all aspects of Keeping Abreast policies and procedures.

- Understand the sensitivities of the charity and people whom we support, ensuring the information, conversation and data is handled confidentially and within GDPR guidelines.
- To undertake other work and agreed training as required and as directed.

Knowledge and Skills

Knowledge Skill	Required (R) Desired (D)
1. Experience of working in a charity fundraising environment	D
2. A good standard of education and possess excellent organisational skills	R
3. Previous experience of organising corporate and/or charity events	R
4. A good working knowledge of Microsoft Office and social media platforms	R
5. Be collaborative and team focused, to gather and distribute information to all stakeholders and team members	R
6. Motivated and reliable, with strong administrative, IT and organisational skills in order to help the Charity HQ and support groups operate at best	R
7. Public speaking skills in order that you can comfortably address a group of people	R
8. Demonstrate good communication, presentation and networking skills	R

Decision Making

You will be expected to act on their own initiative within defined parameters and in partnership with the team. Outside of those agreed parameters, decisions to be made by consultation with the Development Manager.

Reporting Relationship

This role reports to the Development Manager.

Communication

You will work directly with the Development Manager, Support and Volunteer Officer and Trust and Foundations Officer in the Keeping Abreast HQ team, as well as Trustees, fundraisers and corporate contacts from the wider community. You will ensure that you represent the charity as a role model in a professional manner at all times.

Personal

- To reflect positively on feedback and take appropriate actions.
- To be responsible for personal learning and development, ensuring learning taken from personal reflection.
- To be mindful of own wellbeing needs.

Hours of Work

Total number of hours for the post is 22.5 hours. Out of office hours to attend events will be required from time to time. You may be expected to attend Trustee meetings on a bi-monthly basis if requested.

There is a need to have access to a car and be in possession of a full UK driving license.

(For the purposes of any pro-rata apportionment the full-time hours are 37.5 per week).