

THE SICK CHILDREN'S TRUST

Job Description

Job Title: Regional Fundraiser – Yorkshire
Location: Eckersley House at the Leeds General Infirmary, Leeds (option to work from home can be considered).
Reports to: Campaign and Appeals Manager (Newcastle upon Tyne)
Hours: Full-time 37.5 hours per week. Part-time considered.
Salary: Competitive. Dependant on experience

Closing date for applications: Thursday 17 August 2017
Interviews will take place: Wednesday 23 August 2017

Job Purpose

To maximise income and awareness opportunities for the charity to help us to raise funds for the ongoing running costs for our three 'Homes from Home' in the Yorkshire region (Leeds and Sheffield).

Key Responsibilities

- Increase the income of The SCT.
- Assist Campaign and Appeals Manager in the development and implementation of the Fundraising Strategy for the Yorkshire region.
- To maintain the strong network of donors and continually seek to develop it to broaden the organisation's supporter base.
- Research potential new sources of income in order to maximise donations and diversify income streams.
- Manage key stakeholder relationships within the region.

Fundraising

- Work to agreed departmental and personal target.
- Maintain and develop the Community & Regional Corporate Fundraising aspects of the Fundraising Strategy so that opportunities are identified for all fundraising within your responsibility.
- Maximise opportunities to ensure that all donors and potential donors are identified and nurtured to get individuals and organisations (companies, clubs, schools and associations) involved in raising funds to increase income from community and corporate sources.
- Ensure accurate information is meticulously recorded and regularly updated on our Donorflex Database. Perform monthly checks on the system to ensure Fundraising Department and Finance Department donor records are identical.
- Communicate with Communications team to ensure maximum media coverage is obtained for The SCT following Community and Corporate Fundraising activities.
- Provide resources for all community fundraising activities in the Yorkshire region as they are requested.
- Assist Campaign and Appeals Manager with development of capital fundraising appeal should it arise.

Individual Supporters

- Build on existing relationships by keeping donors informed of developments within the organisation.
- Work with the Campaign and Appeals Manager to identify key individuals in the area and to make approaches and arrange meetings where appropriate.
- Arrange and attend visits to 'Homes from Home' for potential and existing donors.

Events

- Manage and implement a flagship annual fundraising event for the Yorkshire region including sourcing prizes, selling tickets and managing volunteers.

- Encourage individual contacts to undertake sponsored events on The SCT's behalf. Provide continued administrative support to participants with regard to online sponsorship payments.
- Provide support for fundraising events and activities, including attending and speaking at events.
- Provide detailed up-to-date information on nationwide and local activities supporters could participate in to raise funds.
- Form and support a Yorkshire fundraising committee by attending meetings and offering direction where appropriate.
- Manage fundraising activity in line with national fundraising campaigns including Big Chocolate Tea and Pyjama Party.

Fundraising Administration

- Represent and speak on behalf of The Sick Children's Trust at meetings and events when necessary.
- Take responsibility for own administration, adhering to existing systems as well as developing new ones as needed.
- Respond to donations in a formal and timely manner, prioritising thank you letters over other work if necessary.
- Handle a broad range of enquiries from supporters, by telephone, email and post.
- Maintain accurate and up-to-date records using agreed systems, including The SCT's *donorflex* database.
- Support colleagues in a professional and considerate manner including attending team meetings, communicating effectively and working closely as a team.

Research & Development

- Research potential new sources of income, adding them to Fundraising Department's current systems in order to ensure The SCT's support base is broadened.

Reporting

- Take direction on projects and priorities, which may vary from time to time.
- Provide regular reports for the Campaign and Appeals Manager.

Duties may vary from time to time with development of the post. The post holder will be required to carry out such duties as receiving general telephone enquiries and dealing with general office administration as befits a small office environment.

Person Specification

Key: (E) = Essential (D) = Desirable

Experience

- Two years' full-time experience of charity fundraising, preferably with knowledge of corporate and community fundraising. **(E)**
- Knowledge and experience of increasing support of donors, by nurturing and developing them **(E)**
- Experience of managing a varied workload effectively, planning and organising a number of projects at one time to set timescales **(E)**
- Experience of working effectively without close supervision, dealing with problems as they arise **(E)**
- Experience of using charity databases **(E)**
- Experience of managing events **(E)**

Abilities & Skills

- Able to express oneself well in writing, placing strong emphasis on spelling and grammar **(E)**
- Able to communicate clearly, assertively and sensitively, working with a wide range of people at all levels both in writing and verbally **(E)**
- Able to prioritise workload and manage own time effectively to meet deadlines while ensuring good working relationships with both donors and SCT staff **(E)**
- Able to plan and organise projects seeing them through to a successful conclusion **(E)**
- Able to work as an effective, positive contributing member of a small team **(E)**
- Able to work effectively without close supervision, dealing with problems as they arise **(E)**
- Considerate and diplomatic in dealing with others **(E)**
- Use initiative to perform tasks well **(E)**

Knowledge

- Knowledge of Microsoft Office software is essential, in particular Word, Excel, Access, Outlook and Powerpoint **(E)**
- Knowledge of Adobe Indesign **(D)**

Education/Training

- Educated to at least A-level standard, preferably including English **(E)**
- Degree **(D)**

Other requirements

- Positive outlook and flexible approach to working **(E)**
- Committed to SCT objectives and goals with a conscientious approach **(E)**
- Results orientated approach to working **(E)**

Circumstances

- Commitment to working within the principles of the Equal Opportunities Policy **(E)**
- Represent The SCT according to values of the organisations **(E)**
- Available to work occasional evenings and weekends when necessary **(E)**
- Able to travel across Yorkshire and surrounding counties when required. **(E)**
- Able to travel to The SCT's head office in London when required. **(E)**