

Fundraising Assistant

Application Information
January 2024



Welcome

The Lullaby Trust is currently in year 3 of its new 5 year strategy. It is a really key time to be joining the charity and helping us to continue to save babies' lives and support bereaved families.

The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share in the charity's objectives.

The Fundraising Assistant is an integral role within the fundraising team. You will be responsible for effectively supporting the entire team and managing all aspects of fundraising administration as well as providing the highest level of stewardship to our supporters.

This is a great role for someone who has experience in a fundraising environment or is looking to break into the sector.

Jenny Ward
Chief Executive





About us

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 3 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by 83%, saving the lives of more than 29,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

Our Values

Caring

We care about all the people we support and always show compassion, warmth and understanding.

Reassuring

We are supportive, clear, informative and non-judgemental

Trustworthy

We have expert knowledge based on scientific evidence, data and experience

Driven

We won't stop until no baby dies suddenly and unexpectedly



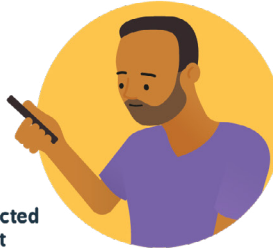
Our Year in Numbers

171,395

leaflets on safer sleep advice were sent out to parents, carers and professionals working with families

885

bereaved families contacted us for direct support



Over

4 mil

people reached on social media during Safer Sleep Week

2,566 families
& 540

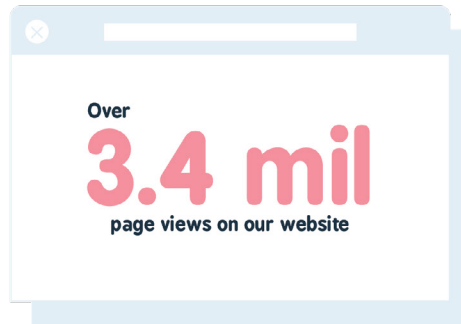
professionals contacted us for information on safer sleep



Over

3.4 mil

page views on our website



Over

19.5 mil

social media impressions

55

bereaved families were allocated a Befriender to offer peer-to-peer support during the year



458

professionals contacted us for support on behalf of a family they are working with



1,272

professionals provided with safer sleep training





The Role

Job title	Fundraising Assistant
Hours	28 hours per week which can be split over 4 or 5 days. Hybrid working with 5 days based in the London office per month
Contract	Permanent
Salary	Circa £24,000 pro rata per annum
Reports to	Head of Fundraising

The Fundraising Assistant will play an integral role within the fundraising team.

The main function of this role will be:

1. Provide administrative support across the Fundraising team
2. Provide stewardship to events and community fundraisers
3. Support the Senior Trusts Officer with small trust applications, prospect research and relationship management

Job Description

You will be responsible for effectively supporting the entire fundraising team and managing fundraising administration, thanking, donation tracking and coding, and support with various fundraising activities such as events and initiatives. You will also build productive relationships with individual supporters and organisations through the delivery of exceptional supporter care.

1. Provide administrative support across the Fundraising team

- Be the first point of contact for all fundraising related enquiries via email, phone, social media, responding in a professional and timely manner with a focus on stewardship
- Manage the Fundraising inbox, dealing with basic enquiries or passing on to the appropriate fundraiser
- Process and thank donations on all online platforms (Facebook, Much Loved, JustGiving, etc), website donations and cheques received in the post, ensuring the correct Gift Aid is allocated from sponsorship forms
- Code donations that arrive through all online platforms
- Support the thanking process across the fundraising team by providing information, referring to the Fundraising team for any trusts, corporate, community, or major donor gifts. Where necessary prepare individual acknowledgments
- Set up new Regular Givers on the database and send through the welcome pack
- Cancel/amend Regular Gifts as necessary
- Record fundraiser communications and contact preferences on the database including 'return to sender' notifications
- Add/update constituents on the database from the 'Keep in Touch' website form
- Manage administration for any merchandise orders and keep on top of sales

- Assist with post and daily income processes when required
- Assist the team with research into new fundraising products and prospects
- Support the Head of Fundraising with trustee committee admin including paper preparation, minute taking etc

2. Provide stewardship to events and community fundraisers

- Send out any fundraising materials to supporters
Provide high quality stewardship to low-mid level challenge and community fundraisers
- Add registrants for events to the database

3. Support the Senior Trusts Officer with small trust applications and relationship management

- Assist with prospect research into new trusts/foundations
- Update the database with communications and actions
- Co-ordinate the small trusts programme (Gifts <£1,000) including application mailing, thanking and reporting on updates

Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with decisions made at the Lullaby Trust's strategic reviews, and funding requirements.

Person Specification

Essential:

- Ability to collate and handle sensitive information/data relating to bereaved families including speaking with them via email and on the phone to support with their fundraising
- Experience of working in administrative role within a busy office environment
- Commitment to the highest level of donor care
- Commitment to high standards in all areas of work
- A diplomatic approach and ability to deal sensitively with bereaved parents who contribute to fundraising initiatives
- Ability to represent The Lullaby Trust at events and functions (TOIL will be offered)
- Good working knowledge of Microsoft Office suite, particularly Outlook, Excel and Word
- Excellent relationship builder both on phone and in person, able to effectively communicate with donors
- Ability to communicate appropriately with target audiences across different media (postal mailings, e-communications and social networking sites)
- Persuasive and effective written style with an eye for detail
- Ability to form and maintain sound relationships and to work within a team
- Ability to plan and prioritise own work load and work to deadlines
- High level of efficiency, able to cope under pressure
- Self-motivator with initiative

Desirable:

- Experience of working/volunteering within a charity
- Experience of working within Events, Community or Individual Giving fundraising
- Good working knowledge of Raiser's Edge or similar fundraising database



Key Benefits

- 25 days annual leave plus 8 days paid public holidays every year (pro rata for part time staff)
- Additional leave between Christmas and New Year when the office closes
- Flexible and remote working is available to all staff
- Enhanced company Maternity and Parental Leave
- Any member of Staff affected by loss will be granted compassionate leave paid at their normal salary
- Ability to buy up to 5 extra days of holiday
- A company pension scheme with matched contributions of up to 5% after 3 months
- A healthcare cash plan free of charge to all staff, enabling staff to claim 100% of the costs of everyday healthcare up to annual limits
- 24/7 Employee Assistance Programme offers free, confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues
- Long service leave entitlement after 3 years of service
- Up to 1-year unpaid sabbatical leave after 5 years of service
- Free travel loan to work after successful probation
- Free eye-care vouchers after successful probation





To Apply

Please [click here](#) to apply. We will be reviewing applications and interviewing on a rolling basis but applications will close on Friday 9th February 2024 at 5pm.

If you have any questions about your application please email fundraising@lullabytrust.org.uk