

Fundraising Assistant

Application Information
November 2021



Welcome

The Lullaby Trust turned 50 this year and like most of us, we have had a lockdown birthday with fewer events than we would have liked. We have, however, taken the time to consider what we have achieved in the past 50 years, and consider how the pandemic both challenges that and offers ways to make even more change. Now 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 4 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 80%, saving the lives of more than 20,000 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

125,647

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

We provided

2,000

professionals with safer sleep advice

14.5 million

 people reached on Facebook

74
families

were allocated a befriender to offer peer-to-peer bereavement support during the year

Over

5 million

people were reached with safer sleep advice during our Safer Sleep Week campaign

767

bereaved families contacted us for direct support and 379 professionals contacted us for support on behalf of a family they were working with

3,020

parents and professionals contacted us for information on safer sleep

1.7 million

visits to our website. That's a 63% increase on last year



The Role

Job title Fundraising Assistant

Hours The post is for 21 hours a week and will be a mixture of hybrid and remote working, with a likely 60/40 split. This split can however be discussed.

Salary £21,500 pro rata four days a week

Contract Permanent

Reports to Head of Fundraising

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

The main function of the Fundraising Assistant will be:

1. Provide administrative support across the Fundraising team
2. Support the Events and Community Team
3. Support the Major Gifts and Corporate Partnerships Officers

Job Description

You will be responsible for effectively supporting the entire fundraising team and managing fundraising administration, thanking, donation tracking and coding, promotion, and support with various fundraising activities such as events and campaigns. 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
- Extract lists, 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 acknowledgements
- Set up new Regular Givers on the database and send through the welcome pack
- Cancel/amend Regular Gifts as necessary
- Record all 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 all 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

2. Support the Events and Community Team

- Send out any fundraising materials to supporters
- Assist in engagement and moderation of fundraising and event Facebook and other online groups
- Provide high quality stewardship to low-mid level challenge and community fundraisers
- Add registrants for events to the database

3. Support the Major Gifts and Corporate Partnerships Officers

- Assist with prospect research into new trusts/foundations
- Ensure gifts are thanked in a timely and appropriate manner
- Update the database with communications and actions
- Assist with coordinating the small trust mailing once a year
- Assist with sourcing prizes and sponsorship for events





Person Specification

Essential:

- GCSE level education
- 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 pro rata per annum
- Eye-care vouchers
- Free travel loan to work after 6 months
- The Lullaby Trust operates a company pension scheme into which qualifying employees will be automatically enrolled after 3 months. Default contributions are by salary exchange with the employee and The Lullaby Trust each contributing 4% of salary.





To Apply

Please apply via BeApplied using this link
<https://app.beapplied.com/apply/xappjraoes>

The Lullaby Trust are committed to hiring ethically and providing the best and most productive candidate experience possible, so are now using the platform BeApplied to inform their recruitment process. This fantastic tool aims to take the inherent unconscious biases out of hiring, ensuring that it is as transparent, ethical and diverse as possible. Every candidate whether successful or not will also be provided with detailed feedback on their application or interview.

It may look a little different to a more conventional recruitment process but it has huge benefits for both candidates and organisations alike.

CVs will not be accepted and any applications which take this form will be disregarded.

If you have any questions, or would like to discuss your application, please email Alice on alicem@lullabytrust.org.uk