1. **Post**

|  |  |  |  |
| --- | --- | --- | --- |
| Post: | Fundraising Officer (Supporter Development) | | |
| Department: | Fundraising | | |
| Contract: | 21 hours per week, 9-month fixed term contract with potential to extend. | | |
| Salary: | £23-25,000 pro rata per annum (dependent on experience) | Date of appointment: | May 2021 |

1. **Supervisory responsibilities/position in structure**

|  |  |
| --- | --- |
| Responsible to: | Fundraising Manager |

1. **Main function of job** (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required)

|  |
| --- |
| Suggested divisions:   1. To lead on the creation and distribution of supporter development mailings 2. To manage the promotion of legacy giving, regular giving and one-off gifts 3. To manage administration and stewardship of supporter development income 4. To manage public fundraising collections 5. To manage the promotion, sale and distribution of Lullaby Trust Christmas cards |

**4. Main duties** (brief description)

|  |  |
| --- | --- |
| Duties/Responsibilities | Level of responsibility: direct or indirect (D/I): |
| **Main Duties & responsibilities**  **To lead on the creation and distribution of supporter development mailings**   * Create engaging written copy for supporter development mailings including legacy and regular giving communications. * Manage the distribution of each mailing * Carry out a full evaluation following each communication and make recommendations for the future. Action past suggestions when planning future communications.   **To manage the promotion of legacy giving, regular giving and one-off gifts**   * Update and maintain the section of our website with accurate and inspiring copy * Work closely with the communications team to create social media plans and any artwork needed to aid recruitment of new donors * Write, create and send engaging email marketing communications * Support the planning, implementation and administration of fundraising campaigns   **To manage the administration and stewardship of supporter development income**   * Support the daily processing of donations and thank donors across individual donations, in memory giving, regular donations and legacy gifts. * Maintain high standards of donor care and communication via traditional and digital techniques. * Follow up on lapsed regular donors * Maintain accurate supporter records on the Raiser’s Edge database   **To manage public fundraising collections**   * Manage and implement face to face public collections throughout the year. * Recruit and oversee volunteers for public collections * Research and implement new technologies where necessary as we adapt to new COVID restrictions eg. Contactless card collections.   **To manage the promotion, sale and distribution of Lullaby Trust Christmas cards**   * Create engaging marketing brochure, mailing and social media to promote Christmas cards * Work closely with the card manufacturer to monitor stock supply and distribution * Ensure all enquiries and queries are dealt with in a timely manner   **To work with other members of the fundraising team to support the overall fundraising target**   * Work closely with the Fundraising Manager and Head of Fundraising to monitor income and assist with budgeting and re-forecasting for Supporter Development. * Keep up to date with IOF & sector trends and share news and ideas with the fundraising team where appropriate * Work closely with the wider organisation to enhance our digital fundraising capabilities and adapt activities around impact of COVID   *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.* | D  D  D  D  D  D  D  D  D  D  D  D  D  D  D  D  D  D  D  I |

**5. Requirements to carry out job**

|  |  |  |
| --- | --- | --- |
| Essential or desirable requirement – please indicate against each heading | E | D |
| Qualifications/education required: |  |  |
| GCSE standard  Degree/Higher Education | E | D |
| Competencies required: |  |  |
| Experience of working within a fundraising environment  Experience of working to financial targets and commitment to the achievement of financial targets  Commitment to the highest level of donor care  Commitment to high standards in all areas of work  Diplomacy, with a high level of enthusiasm  Able to deal sensitively with bereaved parents who contribute to fundraising initiatives  Ability to represent The Lullaby Trust at events and functions  Experience of digital fundraising, particularly the use of Facebook adverts | E  E  E  E  E  E | D  D |
| Specialist training required: |  |  |
| Training will be provided on safer sleep advice and bereavement support issues. |  |  |
| Any particular aptitude/skill required: |  |  |
| Good working knowledge of Word, Excel and Outlook  Good working knowledge of Raiser’s Edge  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 | E  E  E  E  E  E  E  E |  |
| Personal characteristics required: |  |  |
| Self-motivator  Target driven  Energetic with initiative and drive  Friendly, determined, resourceful and professional  Empathetic approach to the issue of sudden infant death  Commitment to the organisation’s strategic goal to reduce the rate of unexplained infant deaths by 2020 and to support bereaved families | E  E  E  E  E  E |  |

1. **Special terms**

|  |  |
| --- | --- |
| Working hours: | The post is for 21 hours a week and is currently home based. We are planning to move to a hybrid model of working between home and a central London office near London Bridge over the next 6-12 months. However, we are open to applicants from outside of London remote working and travelling in to London occasionally for events and meetings. We would be happy to discuss this at interview. |
| Benefits | 25 days annual leave pro rata per annum  Eye-care vouchers  Free travel loan to work after 6 months  The post is currently remote working though some travel to London may be required.  Matched pension contributions up to 5% after 3 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. |
| Application details | Please complete the application form and email it to Trevor Skingle at [office@lullabytrust.org.uk](mailto:office@lullabytrust.org.uk)  Application deadline: 9am Monday 21th June 2021  Please note that we’ll be scheduling interviews as suitable candidates apply so early applications are encouraged. |