

FRIENDS OF THE PEAK DISTRICT & CAMPAIGN TO PROTECT RURAL ENGLAND SOUTH YORKSHIRE

FUNDRAISER JOB DESCRIPTION

JOB SUMMARY

The role of the Fundraiser is to maximise income for the organisation. This involves leading a variety of fundraising activities and contributing towards ensuring the financial sustainability of the organisation. You will work as part of a staff team of seven people and a volunteer team of over 70. You will report to the Chief Executive.

MAIN ACTIVITIES

Strategic

1. Develop fundraising plans, in conjunction with the Chief Executive and trustees, for the organisation to maximise income. This will include developing a new strategy for fundraising for CPRE South Yorkshire and proposals for an in-house team of door to door membership recruiters.
2. Prepare annual budgets for fundraising income and expenditure, to be agreed with the Chief Executive.
3. Monitor and report on the organisation's fundraising activities, using this information to review fundraising strategies and plan for the future.
4. Capitalise on the organisation's campaigning activities to raise income where appropriate.
5. Help to build the awareness of the need for, and the skills for, income generation throughout the organisation.

Fundraising Implementation

6. Lead on the implementation of the fundraising strategy by taking responsibility for all our fundraising activities. This includes:
 - a. Research, draft applications and build up relationships with grant making trusts, ensuring that reports on funded work are provided as needed.
 - b. Develop the corporate members' scheme, Peak Pound Partnership scheme and general corporate support for the organisation and build on corporate donations by developing relationships with appropriate businesses.
 - c. Lead on recruiting and retaining members of Friends of the Peak District and CPRE by active donor acquisition through activities such as direct mail, door drops, advertising and promotional activity and through promoting good member relations. You will work with the Membership Administrator to achieve this.
 - d. Promote legacy giving to the organisation, building relationships with potential legatees and developing our in memoriam work.
 - e. Develop major gift donations and membership of our Peak District Guardian membership scheme, encouraging high value supporters.

- f. Plan and deliver events to raise the awareness of our organisation amongst potential donors and to raise income.
 - g. Develop Community Fundraising, including a speaker service programme, and help community groups to raise funds for our work.
7. Ensure high standards and best practice in our fundraising activities, through fundraising protocols and support and training for colleagues where appropriate.
 8. Develop appropriate literature and publicity material to support fundraising activities.

Volunteer Development

9. Recruit, train and support a team of geographically-dispersed volunteers who will assist with fundraising activities.
10. Work with occasional office-based volunteers who can provide administrative support for your activities.

Promotions

11. Work with the Communications Officer to make the most of opportunities to promote the organisation to potential members and retain existing supporters. This will include developing recruitment leaflets, delivering events and ensuring a presence at local shows where appropriate.

We are a small flexible charity: the duties of this post may be subject to adjustment from time to time and the post holder will be expected to carry out any other reasonable tasks required of him/her in support of our wider objectives.

SUPPORT AVAILABLE

Support and supervision will be provided by the Chief Executive. A fundraising working group, which the fundraiser will convene, will be available as a source of ideas and input.

The Communications Officer will provide assistance with published material, events and media relations; the Planning Officer and Head of Campaigns and Planning will help with information on our work. It is envisaged that the Fundraiser will be assisted by a new team of volunteers.

REPORTING

The Fundraiser will report to the Chief Executive. You will provide reports to the Finance and Fundraising Sub Committee of the trustee board, and to the trustee board in full, as necessary.

FUNDRAISER PERSON SPECIFICATION

COMPETENCIES AND EXPERIENCE REQUIRED

Specialist skills

1. You have at least two years' experience of fundraising. This includes experience of fundraising from the range of sources that are a priority for us – membership, corporate support, community fundraising, grants, events and major donors.
2. You have a proven track record in meeting fundraising targets, ideally for a 'challenging cause'.
3. You have experience of devising fundraising strategies and of preparing and monitoring fundraising plans and budgets.
4. You are committed to professional development and ideally have Certified Fundraising Executive (CFRE) Accreditation or Institute of Fundraising Certificate or equivalent.
5. You have experience of recruiting, training and supporting volunteers, ideally in undertaking fundraising activities.

Communication and Interpersonal skills

6. You are a highly effective communicator and able to communicate with a wide variety of people, orally and in writing. You have good presentation skills and are confident talking to people in a variety of settings.
7. You are able to build positive relationships with a variety of people – members, donors, corporate supporters – and to engage them in the work of our organisation. You enjoy working with people.

Computer Literacy

8. You have a good level of computer skills. You are able to use Microsoft Word, Excel and Outlook, and have experience of using Powerpoint. You are keen to learn new software packages when they will assist with your role.
9. You have experience of using databases to manage and monitor fundraising. Ideally this will include using ESiT's ThankQ or a similar Contacts and Relationship management database.

Organisational skills

10. You have excellent organisational skills, the ability to manage your own work load and the skills to plan events and projects. This includes good time-management skills and a proven ability to work to deadlines. When you have a deadline you generally get things done on time. You know how to distinguish urgent and important tasks and prioritise your workload.

Working Style and Attitude

11. You work well on your own initiative and take responsibility for the outcomes we want to deliver. You are used to working in a team where others depend on your work and you on theirs.
12. You are creative, good at seizing opportunities and solving problems.

13. You enjoy the variety and challenge of being part of a small organisation, communicate readily with colleagues and are willing to help others when needed but without losing sight of your own goals.
14. You are enthusiastic about and committed to protecting and enhancing the countryside and engaging people with their local landscapes.

Other desirable skills and attributes

15. A driving licence and willingness to travel.
16. Some knowledge of environmental or rural issues.
17. Experience of using content management software to update websites.

The organisation is willing to provide appropriate opportunities for training and other personal development relevant to the post within its resource constraint.

TERMS AND CONDITIONS

This is a permanent appointment, unless terminated earlier as provided in the notice provisions.

Salary: CPRE PDSY Scale Points 29 to 33 £28,923.25 rising to £ 35,553.38 in 5 annual increments, subject to satisfactory performance. Salaries are also adjusted annually for inflation.

Hours of work: 35 hours per week. In addition to normal office hours, some evening and weekend work is required, with time in lieu taken according to the organisation's policy. A flexi-time system is in place.

We are willing to consider a part time appointment.

Pension: The post is eligible for a pension contribution of 6% of gross salary on satisfactory completion of the probationary period.

Holidays: 25 days per annum pro rata, plus statutory holidays pro rata, increasing by 1 day pro rata a year for each year of employment up to the equivalent of a maximum of 30 days.

Probation: The post will be subject to a 26 week probationary period.

Notice: During the probationary period notice will be 1 week on either side. This will rise to 6 weeks notice after satisfactory completion of the probationary period.

Friends of the Peak District and CPRE South Yorkshire are committed to eliminating discrimination and encouraging diversity amongst its staff, volunteers and members. Its aim is that they will be truly representative of all sections of society within the Peak District and South Yorkshire and that all employee and volunteers feel respected and able to give of their best.

February 2010