



Job Pack

Fundraising Officer



May 2023

Thank you for your interest in the role of Fundraising Officer. Children on the Edge is an international NGO based in West Sussex, that works with children living on the very edges of their societies. We work hand in hand with local communities, co-creating protective, nurturing environments in which they can safely live, play, learn, and grow.

This role is really rather unique! Children on the Edge was founded 30 years ago by Anita Roddick as part of The Body Shop. Today, our long-term partnership with The Body Shop at Home continues. In 2022 the partnership raised over £200,000 and we actively support 36 regional leaders within this direct sales business and over 500 fundraisers holding DIY events or taking part in our events and Facebook challenges.

You will be equally comfortable building relationships 'online' in Facebook groups, by email and over the phone. We are looking for someone who really loves to be at the heart of engaging with supporters and who can effectively steward great fundraising that connects donors to the heart of the cause.

Our Body Shop supporters are super keen and bursting with ideas, so we're looking for someone who brings a solid foundation of fundraising know-how and experience so you can guide supporters in everything - from holding legal raffles, maximising fundraising targets and gift aid.

If you enjoy the challenge of communicating with supporters and you can excel at customer support, and thrive in building digital communities then this is a role you will love. Your understanding of businesses, creativity and curiosity will also allow you to identify and drive new and growing partnership opportunities for Children on the Edge.

Our engagement with supporters is built on solid data management, so you will be comfortable accessing and using supporter data in Just Giving, our CRM and Google Sheets, to help manage fundraising targets, and event goals.

We are a small but very relational team so the right candidate won't be fazed by chipping in across the team; picking up the phone to supporters, sending thank you cards and letters, topping up the coffee machine or jumping in a van to help sort out a warehouse of stock!

As a team we are collaborative, flexible, adaptive and innovative across both our programmes and our approach to fundraising. In everything we do, we focus on building relationships and listening to the children we work with, our local partners, and the donors that support our work so faithfully.

We look forward to receiving your application.

A handwritten signature in black ink that reads "Eloise". The script is cursive and fluid, with a large initial 'E'.

Eloise Armstrong - Fundraising Manager

Role Profile

| | |
|------------------------------|---|
| Job Title | Fundraising Officer (Partnerships and Events) |
| Hours | 5 days a week (37.5 hours) or part-time 4 days a week (30 hours) |
| Working Pattern | <p>Office based or hybrid.</p> <p>A minimum of two days a week working from our office in Chichester, West Sussex is required.</p> <p>All staff's working patterns need to also respond to the needs of the charity and supporters, which may require more face to face work from Chichester on occasion. In order to apply for this post, you must be able to demonstrate your eligibility to work in the UK.</p> <p>Mondays and Tuesdays are currently core days for this role - open to conversation.</p> |
| Office location | Chichester, West Sussex, UK, PO19 7LT |
| Reports to | Fundraising Manager |
| Purpose | <p>To support and inspire fundraisers and supporters in The Body Shop at Home.</p> <p>To grow the fundraising of the partnership with The Body Shop at Home through supporting DIY events, and leading on the charities own events; eg virtual Facebook Challenges and the Big October Cake Bake.</p> <p>Help support the Children on the Edge's corporate partnerships, donors and small business partners.</p> <p>Help to grow and extend our pipeline of potential corporate partnerships and secure new business.</p> |
| Key External Contacts | Supporters in The Body Shop at Home, Children on the Edge Changemakers in The Body Shop at Home. |
| Key Internal Contacts | All staff, in particular working with Fundraising Manager, Fundraising Officer and Data and Finance team. |
| Other Considerations | Some out of office hours will be required from time to time, specifically to support evening or weekend online events or key fundraising weekends with The Body Shop at Home. |

Role Profile - Overview

You will spend 3 days a week on our long-term strategic partnership with The Body Shop at Home, the UK direct sales channel of The Body Shop.

- The partnership is in its 25th year and you will provide day to day support for hundreds of supporters and fundraisers from the business as they take on their own fundraising events and challenges.
- You will lead the stewardship and development of virtual challenge events. Our most recent Facebook group-led events have been our Puppy Power Walk and Walk 100 miles challenges.
- You will lead the stewardship of our flagship event “The Big October Cake Bake” with hundreds of supporters taking part in The Body Shop at Home and locally in West Sussex.
- You will work alongside our Fundraising Manager to support other areas of the partnership; our bi-annual gatherings with the business, Changemaker programme, annual raffle and sales related fundraising.

The other 2 days will be spent on supporting some of our other partnerships, our ‘Work for Good’ small business partnerships as well as working with the Fundraising Manager to secure low-mid value new business.

Role Profile - Key Accountabilities

The Body Shop at Home (TBSAH) Partnership - 50% of time

1. Supporting fundraisers:

- Respond to incoming queries from supporters.
- Support fundraisers with regular contact, calls and posting out materials.
- Manage sales and post for our online supporters shop.
- Send thank yous, cards, certificates to fundraisers and Changemakers..
- Maximise opportunities to raise funds, especially from beyond TBSAH.
- Advise and inspire fundraisers to help maximise their fundraising targets.
- Advise fundraisers with best practice for events, raffles in line with fundraising regulations.
- Access data from Just Giving to support new fundraisers.
- Manage budget coding of all new fundraisers on Just Giving.

2. *Supporting Partnership:*

- Moderation and Admin of our 'Changemakers' Facebook Group eg adding in new members, welcoming members and signposting to resources.
- Assist in writing content in the 'Changemakers' Facebook Group.
- Help recognise and give thanks to regions and Changemakers.
- Analyse monthly stats and reports on donations to help give recognition to regions and celebrate high achieving regions..
- Create fundraising pages, and fundraising resources for each new region in TBSAH.
- Contribute to live videos, sharing news and thanks to supporters.
- Keep Facebook Groups and CRM up to date with new supporters, changes the business etc.
- Support Fundraising Manager in delivery of the annual raffle
- Support Fundraising Manager and COO in delivery of the bi-annual sales conferences

Core events and virtual Facebook Challenges - 10% of time

- Lead the stewardship of "The Big October Cake Bake"
- Maximise fundraising through digital stewardship of Facebook groups and email journeys.
- Lead on the delivery and stewardship of virtual Facebook Challenges, including data management, emails, live videos and creating engaging content.
- Create fundraising goals and incentives for supporters.
- Thank supporters.
- Collaborate with Fundraising Manager and Communications team to input into ideas and creative for future challenges.

Corporate Partnerships - 20% of time

- Manage database of income and relationships from other partnerships.
- Account manage a growing portfolio of small businesses (including through 'Work for Good') ensuring excellent stewardship, relationship building & long-term growth
- Support Fundraising Manager as required across all corporate partnerships.
- Deliver regular data, insights and evaluation to inform the Fundraising Manager on progress and fundraising activity
- Prepare presentations, deliver talks, as necessary - to help build awareness about Children on the Edge and our work.

New Business - 20% of time

- Build a pipeline of new corporate relationships, in particular to help grow the Big Give appeal, The Big October Cake Bake, Virtual Challenges and 'Work for Good' partnerships.
- Working with the Fundraising Manager to secure low-mid value new business.

Person Specification

For this role you will need:

| | Essential | Desirable |
|------------------------|--|---|
| Experience & Knowledge | <ul style="list-style-type: none"> • 1 - 2 years of experience in stewarding fundraisers and / or relationship management with client • Experience of using CRM databases. • Experience of planning and delivering projects • Understanding of charity law, Gift Aid, fundraising techniques and trends | <ul style="list-style-type: none"> • One year of experience working in a fundraising • Experience of managing virtual challenge events • Experience of building Facebook Groups to grow communities and engagement • Research or new business experience • Experience of budget management and reporting • Experience and confidence in using Google Docs and Google Sheets • Experience of using Canva • Proficiency in Salesforce |
| Competencies | <ul style="list-style-type: none"> • Ability to communicate with accuracy, clarity, timing and effectiveness with the team (internally) and with supporters (external). • Excellent interpersonal skills with the ability to build and maintain relationships • Good numeracy and data skills to manage data, fundraising activity and targets • Excellent attention to detail in how you write and use data • Developed organisational skills, the ability to prioritise, manage time, meet deadlines and work collaboratively. • To be proactive; in motivation and in seeking solutions • To be teachable and ready to learn • Adaptability and flexibility | <ul style="list-style-type: none"> • Confident online presentation skills (live videos, Zoom etc) • Enthusiasm for justice and international development |

Working at Children on the Edge

The salary range we offer for this post is:

£28,000 - £30,000 (depending on experience) plus benefits.

The hours we work at Children on the Edge:

37.5 hours a week for full-time staff.

We offer flexible and hybrid working, with core hours from 9.30am to 4.30pm. A minimum of two days a week working from our office in Chichester, West Sussex is required.

Our holiday entitlement is:

23 days per year plus Public Holidays for full time staff and pro rata for part time staff.

This contract is:

Offered as a permanent contract.

The probation period for all appointments is:

Subject to satisfactory completion of the first four months of employment.

Where we are located:

5 The Victoria, 25 St Pancras, Chichester, West Sussex, PO19 7LT.

Pension:

Generous pension scheme, with an employer contribution of up to 10%

Safeguarding

Candidates will be expected to comply with our Safeguarding Policy and Procedures. They will need to provide documentation to confirm their identity and where necessary proof of relevant qualifications. Successful candidates will also be expected to give consent for Children on the Edge to gain information on any past convictions/pending disciplinary proceedings.

How to apply

Please email Eloise Armstrong eloisearmstrong@childrenontheedge.org with two PDF attachments:

1. Your CV (include contact details of two referees, including one professional. Referees will only be contacted for references if the job is offered).
2. A supporting letter that responds to the following questions:
 - What will your experience and background bring to Children on the Edge and this role?
 - What motivates you to apply for a role in this charity and team?

Closing date: **11.59am Tuesday 30th May 2023.**

We expect interviews will take place in the week commencing 5th June.

If you would like to discuss more about the role, please contact Eloise Armstrong on 01243 538530, eloisearmstrong@childrenontheedge.org.

Privacy statement: Children on the Edge respects your privacy and is committed to protecting your personal data. For more information on how we process your details during the application process, please refer to our recruitment Privacy Notice.