



Job Pack

Fundraising Officer

(Individual Giving, Events & Community)



December 2020

Thank you for your interest in the role of Fundraising Officer at Children on the Edge (COTE). The role is a great opportunity to work for a dynamic organisation making a difference to the lives of marginalised children around the world. 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 shoulder to shoulder with local communities, creating protective environments where these children can thrive.

This role will be responsible for building and stewarding relationships with supporters who give individual gifts, those giving digitally, community groups, schools, supporters holding their own third-party events and supporters taking part in virtual and 'in real life' challenge events. We are looking for someone who really loves to be at the heart of engaging with supporters. If this is you, your energy and a proactive way of working will help supporters to keep on giving to Children on the Edge and help everyone to maximise their fundraising from events.

If you would enjoy the challenge of developing a breadth of income streams from a national base of supporters we hope our team can be a place for you to grow and use your talents. We are a small but very relational team so the right candidate won't be fazed by a breadth and depth of responsibility; picking up the phone to supporters, sending thank you cards and letters, posting a t-shirt, planning a virtual challenge or a matched funding campaign.

This is a great time to join Children on the Edge - our projects are bringing significant change to communities living on the edge. Through 2020 we have remained true to our core values; being flexible, adaptive and innovative in 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.

Eloise Armstrong - Fundraising Manager

Role Profile

Job Title	Fundraising Officer
Hours	We would consider 5 days a week (37.5 hours) or 4 days a week (30 hours)
Location	Chichester, West Sussex, UK, PO19 7LT Currently as Chichester is in Tier 2, our team are home-based. Chichester is located on the south-coast Please consider our location before applying. We often receive applications from candidates who later withdraw from interviews after realising their commute could be too long.
Reports to	Fundraising Manager
Responsible for	None
Purpose	To provide fundraising support and manage relationships with a wide range of our supporters, including individual donors, challenge participants, schools and community groups. To develop a portfolio of challenge events and virtual events that can engage with supporters nationally and internationally. To be proactive in maximising income (including income from Gift Aid), increasing donor retention and increasing fundraising event participation.
Key External Contacts	Children on the Edge supporters, challenge participants, third-party fundraisers, community and faith groups.
Key Internal Contacts	All staff, in particular working with Fundraising Manager, Communications and Marketing Officer, Communications Manager and Finance Officer.
Other Considerations	Some out of office hours will be required from time to time, specifically to support challenge events and local fundraising events. If required, to undertake occasional international travel.

Role Profile - Key Accountabilities

Individual Giving and Third Party Fundraising - 20% of time

- Support individual fundraisers to maximise income from fundraising events, including maximising Gift Aid.
- Build relationships with supporters that encourage them to support COTE again.
- Create opportunities to grow income from new supporters.
- Use data insight, regular monitoring of donations and segmentation to understand COTE's donor audiences.
- Create / write donor journeys (through e-shots) to increase engagement and donations.
- Meet in person / on the phone with previous and potential third party events fundraisers.
- Support those holding third party events to help maximise their fundraising.
- Manage digital fundraising suppliers and campaigns (Just Giving, Donr, Enthuse for example), tracking campaigns and leads for digital giving.
- Use data and analysis to understand and segment Children on the Edge's individual donors, especially to grow and steward mid-value donors.
- Add donations to database and send thank you letters, cards and emails to donors.

Groups and Schools - 10% of time

- Support groups, schools and universities who are fundraising for COTE and help them to maximise income from fundraising.
- Retain supporters through a donor journey to other fundraising opportunities.
- Carry out research into potential high value fundraising opportunities in schools, universities and community groups.
- Occasionally speak at community groups and school assemblies or lessons.
- Build new leads with schools and groups to support COTE through The Big Give.
- Develop new volunteer resources and a new volunteer speaker's programme, training and supporting regional volunteers to deliver talks and assemblies for COTE.
- Add donations to database and send thank you letters, cards and emails to donors.

Challenge Events - 20% of time

- Support new fundraisers, using data from Just Giving, Virgin Money etc.
- Send t-shirts and materials to all challenge fundraisers (including those from The Body Shop)
- Promote challenge events to existing and new supporters (including running, cycling, hiking, walking events) and helping supporters to maximise fundraising from events.
- Retain supporters through a donor journey to other fundraising opportunities.
- Liaise with Communications and Marketing Officer to plan digital marketing needs for challenge events and other campaigns or events.
- Develop and promote a new national events calendar and virtual challenge events.
- Build and grow income from in real life events and virtual events from a supporter base beyond The Body Shop at Home.
- Thank donors and recognise their achievements.

Campaigns - 20% of time

- Lead on seasonal fundraising campaigns, including The Big Give, digital fundraising and merchandise led campaigns (eg Easter and Christmas).
- Grow income from digital fundraising (Facebook, e-shots, social advertising, organic social media asks).
- Lead on building a donor base for The Big Give campaign from individuals, schools, community groups nationally and locally from October - December.
- Create schools resources that can help potential school fundraising communities to link in with The Big Give theme each year.

Communications

- Liaise with Communications and Marketing Officer, providing fundraising ideas and content for social media, newsletters and blogs using stories and quotes from supporters.
- With Communications and Marketing Officer, produce or update fundraising materials as needed.

Planning and Reporting

- With Fundraising Manager, plan monthly targets to achieve fundraising strategy.
- Produce regular reporting on fundraising activity and projected income.
- Assist in reporting on online fundraising activity through social media analytics and google analytics.

Fundraising Administration

- Ensure records of donor activity, fundraising data and financial records are up to date.
- Supporting Fundraising team and Finance Officer with any tasks as needed.
- Manage the fundraising stock (t-shirts, materials) and suppliers.



Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Customer Relationship Management (CRM) databases • Fundraising techniques and trends • Knowledge of charity law / Gift Aid 	<ul style="list-style-type: none"> • Knowledge of Salesforce • Social Media trends and online fundraising techniques
Skills	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Confident face to face and telephone communication • Computer literate with spreadsheets and Gmail • Good time management skills • Excellent organisational skills with attention to detail • Able to generate and organise own workload, meet deadlines and multitask and work proactively • Excellent customer service skills 	<ul style="list-style-type: none"> • Budget management and reporting • Using Google Docs and Google Sheets • Excellent presentation skills
Experience	<ul style="list-style-type: none"> • Fundraising experience • Experience of supporting fundraisers • Experience of delivering projects from conception to implementation 	<ul style="list-style-type: none"> • Two years experience working in a fundraising team • Challenge event fundraising experience and / or virtual challenge event experience • Experience of supporting fundraisers in events or personal fundraising challenges • Experience of public speaking in schools or at community events
Personal Qualities	<ul style="list-style-type: none"> • Team player • Enjoys working proactively • Teachable and ready to learn • Enthusiasm for justice and international development • Drive to achieve targets 	
Qualifications	<ul style="list-style-type: none"> • Educated to A-Level 	<ul style="list-style-type: none"> • Educated to degree level • Degree in relevant subject (Fundraising, International Development etc) • Full Driving License

Working at Children on the Edge

The salary range we offer for this post is:

£26,000 - £28,000 full-time or £26,000 - £28,000 pro-rata for 4 days a week.
Depending on experience, plus benefits.

The hours we work at Children on the Edge:

We would consider 5 days a week (37.5 hours) or 4 days a week (30 hours) for this role.
We have a flexible working practice. Our offices are open between 8.00am and 5.30pm with core hours from 9am to 5.00pm.

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.
Currently as Chichester is in Tier 2, our team are home-based.

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.

The Recruitment Process

To apply **email Emily Dadson** emilydadson@childrenontheedge.org
with two PDF attachments:

- **Your CV** (Please include the contact details of two referees, including one professional. Referees will only be contacted for references if the job is offered).
- **A supporting statement showing how you meet the person specification.**

The closing date for applications is **Friday 15th January 2021** with interviews w/c 21st January.

However, we will be considering **applications on a rolling basis** and could invite shortlisted candidates to meet with us as soon as their application is received and reviewed.

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.