

Job Description: Fundraising Officer – Individual Giving & Challenge Events

Reporting to: Fundraising & Communications Development Manager

Hours of Work:

Core business hours - 09.00am–5.30pm Monday – Friday. Working outside core hours may be required with weekend and evening events during the year. In the event you are required to work outside core hours, lieu time will be given in accordance with our Staff Handbook.

Location:

Hybrid working with a minimum of 3 days a week at our Administration Centre based in Epsom and 2 days from home. The Centre is situated five minutes' walk from Epsom train station and has parking. The Fundraising Officer will be required to attend bi-monthly team meetings and 121's in Epsom or London. Therefore, easy accessibility to this geographic location will be considered in the appointment for this position.

About Look Good Feel Better:

Look Good Feel Better is a national cancer support charity delivering services in hospitals, cancer care centres and luxury spas and hotels in local communities across the UK. Services include face to face and online group sessions; video tutorials; online guides and information. Our services help enable people to face cancer with confidence, to regain their sense of normality, to make friends and most of all to look good and feel better. Since our launch in 1994, we have provided support to over 200,000 people.

Outline of the Role:

The charity is now embarking on a significant growth plan which will see the number of beneficiaries supported, volunteers registered, and income raised all double within the next two years. Through substantial investment in our fundraising and communications team, this role will be instrumental in assisting with our ambitious income growth.

We are looking for a motivated, confident individual with strong organisational skills who is passionate about supporting people living with cancer. This is an exciting and rewarding role for someone who is looking to work across multiple fundraising disciplines and establish themselves in our small, friendly fundraising and communications team.

They will work alongside our Fundraising & Communications Development Manager with a focus on building income levels from our individual giving and challenge events programme. The successful applicant will be expected to have a broad understanding of a range of income generation methods and the third sector.

Key Accountability:

In line with our fundraising strategy deliver a minimum of £300K to the annual individual giving and challenge events fundraising income target.



Key Responsibilities:

Individual Giving

- Provide excellent stewardship to existing and new individual supporters, including individual donors and fundraisers, regular givers, shop customers and lottery players, challenge & non-challenge event participants, and some community fundraisers. Building strong relationships to ensure supporters stay engaged with the charity.
- Map, create and update supporter journeys across all individual giving and event fundraising streams, writing impactful and engaging communications.
- Work closely with Senior Fundraising Manager to interpret the data held on our donors and fundraisers to make informed decisions and maximise supporter engagement and retention.
- Take ownership of the charity's various fundraising platforms including Enthuse, Justgiving, and social media fundraising. Provide support and advice to our fundraisers but also to other members of the fundraising team, keeping abreast of new online fundraising platforms as they become available.

Campaign & Event Fundraising

- Supporting the Fundraising & Communications Development Manager with the delivery of key fundraising campaigns and events, ensuring supporter recruitment and fundraising targets are achieved.
- Work with the wider team and design executive to produce engaging promotional and fundraising materials for our campaigns and events within agreed expenditure budgets.
- Support with the recruitment of fundraisers for our challenge events programme and taking ownership of our challenge event stewardship journey, ensuring these fundraisers have a positive experience and reach agreed income targets.
- Play a crucial role in the management and delivery of the charity's annual Netball Tournament with England Netball, ensuring it meets the agreed income targets.

Online shop

- Oversee and maintain the charity's online shop, ensuring products and product details are up to date.
- Work with our logistic partners to manage incoming product donations, fulfilment and order processing of our popular beauty goodie bags in readiness for our seasonal sales which generate over £100K per annum.
- Support the Fundraising & Communications Development Manager with the development and growth of our e-commerce platforms, identifying new income opportunities and products.

Personnel

- Help generate impactful content and storytelling, celebrating our individual and event fundraisers.
- Collaborate with members of the fundraising team and wider charity in the development of new and innovative fundraising campaigns and events.
- On a day-to-day basis, oversee and work closely with the Fundraising Administrator, ensuring accurate inputting of all fundraiser and donor contact data, funds, gift aid and recording of correspondence with supporters.



Preferable Skills:

Minimum of 2-3 years fundraising experience gained through working across several relevant fundraising disciplines. Ability to clearly demonstrate the achievement of annual income targets of a minimum of £300K.

Experience in the development of individual giving programmes.

Experience in the development and management of supporter journeys.

Knowledge and experience of using a CRM system (Sales Force or similar)

Strong knowledge of Microsoft Word, Excel and PowerPoint.

Excellent verbal and written communications skills.

Excellent organisational and time-management skills.

A clean full driving licence and car owner.

Personal Attributes:

- Clear communicator
- Well organised and methodical in approach to work
- Target and sales driven
- Ability to work independently but also as part of a remote team
- Confident and outgoing personality
- Ability to prioritise workload effectively and show initiative where necessary
- Strong attention to detail

Benefits:

- Competitive salary dependent upon experience.
- 26 days annual leave (increasing to 28 days with length of service) + bank holidays
- Holiday purchase scheme (up to an additional five days per annum)
- Pension scheme with employer contribution up to 3%
- Healthcare scheme