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**Fundraising Executive**

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| **Job Description** | |
| **Designation for the purposes of this period:** | **Fundraising Executive** |
| **Reports to:** | Income Generation Manager |
| **Responsible for:** | None at moment |
| **Duration:** | One year initially with possible extension |
| **Hours of work:** | 35 hours Mon to Fri. Some meetings may be during evenings or at weekends |
| **Location:** | Office based. Stour Valley Business Centre, Sudbury, Suffolk. |
| **Salary:** | £26-29k depending on experience |
| **Job description last reviewed:** | February 2022 |

1. **CONTEXT AND PURPOSE OF ROLE:**
   1. Hourglass is the only charity in the UK, dedicated to calling time on the harm, abuse and exploitation of older people. We support older people experiencing (or at risk of) harm, abuse or exploitation, and work towards safer ageing and a fairer society for all older people.
   2. The key purpose of the role is to develop a diverse range of fundraising activities to support the charity’s fundraising strategy and income generation, and to successfully achieve a fundraising income target.
2. **ROLE PROFILE:**

* Raise funds to agreed targets and support the organisation's activities, predominately via trusts and foundations, corporate, individual giving, community as well as exploring new income streams.
* Market and promote the work of the organisation to a wider audience of donors using well written and impactful propositions and presentations in person where necessary.
* Undertake in-depth prospect research to identify potential income and funding opportunities.
* Prepare engaging, compelling and impactful applications to trusts and foundations, as well as corporate supporters, ensuring that these are fully maximised.
* Empower supporters to organise and undertake their own fundraising activities.
* Maintain accurate records, including maintaining the fundraising and income generation database and CRM system with targets pitches and asks.

1. **MAJOR DUTIES AND RESPONSIBILITIES:** 
   1. **Fundraising and Supporter Management**

3.11 **Trusts and Foundations** (Main focus 75% of time)

* Work with the Trust Fundraising Manager to achieve agreed trusts fundraising income targets for both restricted and unrestricted funds,
* Manage and enhance relationships with an existing portfolio of warm trust funders.
* Proactively identify, research and prioritise new trusts that are strong funding prospects.
* Prepare and submit high quality funding proposals and budgets in accordance with timetables and application criteria.
* Work with the External Affairs team to prepare grant monitoring reports for all trust and foundation supporters.
  1. **Community**
* Develop and nurture relationships with community fundraisers, providing support and motivation to help ensure their fundraising is successful.
* Work with the External Affairs and Marketing teams to promote fundraising activities and events.
* Ensure all fundraisers are thanked quickly and appropriately.
* Manage the purchase and allocation of places in sponsored events.
* Manage, promote and administer external fundraising tools and partners.
  1. **Individual Giving (development area)**
* To work with the team to develop new and innovative individual giving opportunities – and monitor/evaluate carefully.
* Process all offline cash and cheque donations.
* Ensure all donors are thanked quickly and appropriately.
* Send out gift aid declaration forms and process gift aid claims.
* Promote one-off appeals, regular giving, in memoriam giving, tribute fundraising and legacy giving.
  1. **Corporate Fundraising**
* To work with the team to develop new and innovative corporate fundraising/ charity of the year opportunities – and monitor/evaluate carefully
* Promote employee fundraising opportunities.
* Develop and nurture relationships with corporates, providing support and motivation to help ensure their fundraising is successful.
* To work with the events team to oversee the purchase and allocation of places in sponsored events.

1. **GENERAL**

* Research new trends and opportunities in fundraising and partnership generation and develop these external networks to benefit the charity.
* To act as a member of the team and carry out any reasonable duties as requested.

**Fundraising Executive: Person Specification**

**Essential Criteria – *Candidates will be expected to demonstrate how they can deliver against these criteria.***

* Strong narrative and creative writing skills.
* An understanding of statistics and impacts.
* Experience of successfully achieving targets.
* Experience of working with volunteers successfully and appropriately within a fundraising environment.
* Demonstrable transferrable knowledge of the key elements of fundraising including CRM, sponsorship, employee fundraising, gifts in kind and restricted funding.
* Ability to think and plan logically whilst also being innovative, creative and act upon new opportunities.
* Excellent communication skills including diplomacy, negotiation and presentation skills.
* Skilled at developing and maintaining internal and external working relationships.
* Strong networking skills.
* Ability to plan, prioritise and manage projects to tight deadlines.
* Proactive, and able to work on your own initiative as well as part of a team.
* A working knowledge of CRM databases.
* Excellent levels of literacy and numeracy.
* Thorough knowledge of MS office.

**Desirable Criteria**

* Experience of managing and developing fundraising activities, including sponsored events.
* Experience of building relationships with individual donors including prospecting, cultivation and volunteer/donor stewardship.
* Experience of managing ethical fundraising issues.
* Member of the Institute of Fundraising.
* An ability to demonstrate a positive attitude to older people and a demonstrable interest in challenging elder abuse, coupled with an ability to deal appropriately with sensitive issues.