

## Job Description

**Job Title:** Fundraising Officer

**Purpose:** By having strong relationship and networking skills, the post holder will plan, implement and achieve successful income generation for the charity. By having a sound understanding of the organisation's needs, an approachable nature and the ability to develop positive working relationships internally and externally, the post holder will realise fundraising targets. Demonstrating strong relationship and networking skills, presentation skills, project management, good marketing skills, as well as great organisational skills, the post holder will contribute to the growth of the fundraising strategy. Particular focus will be in the areas of Corporate and Business, Churches, Payroll Giving and Legacies. The successful person will also work closely with the rest of the income generation team to contribute to the overall fundraising plan which also includes Individual Giving, Community, Events and Bid Writing. A particular focus for this post is; to build and develop connections corporately and also within the church community, to demonstrate and represent the Christian faith, ethos and values internally and externally, to attend, support and lead on Christian based activities for and on behalf of the organisation i.e. prayer meetings, fellowship or church attendance. There is therefore an occupational requirement that the post holder is a practising Christian committed to the objectives and values of YMCA Burton and is able to work in an interdenominational environment.

### **Duties & Responsibilities:**

#### **Income Generation:**

Particular focus will be in the areas of Corporate and Business, Churches, Payroll Giving and Legacies. Having responsibility for achieving fundraising targets, the post holder will generate sustainable income streams for the charity and achieve targets year on year. This will be achieved through the scaling up of existing successful programmes, plus creating new fundraising opportunities.

#### **Relationships:**

By building and developing relationships and networks with businesses, churches and church communities as well as individuals, schools and other community groups the post holder will achieve fundraising targets through inspiring others to fundraise for the cause of YMCA Burton.

#### **Events:**

Attend, arrange and deliver corporate and business networking events. By project managing high profile and large scale events with success, the post holder will contribute to the organisations aim of transforming the lives of vulnerable young people and adults.

**Marketing and Administration:**

To promote the work of YMCA Burton through effective marketing campaigns. To manage and update related business administration and databases as part of the fundraising and communications team.

**Communications:**

Serve as the key contact for local communities, schools, businesses, churches, volunteers and clients for local community events, programmes. Be the key communicator to enable all contributors to feel valued.

**Volunteers:**

By using a range of participation, relationship and motivational skills the post holder will build and maintain a bank of fundraising and campaign volunteers to support the cause of the organisation.

**Person Specification**

**Knowledge and Experience:**

- Experience in the field of corporate and business fundraising, networking and events management
- Confident in approaching contacts and new leads for networking and income generation
- Professional qualifications in fundraising are desirable but not essential
- Knowledge and/or experience of working within the charity sector in particular homelessness-related
- Knowledge of legislation applicable to fundraising in charities
- Knowledge and experience of marketing strategies
- Competent users of IT systems and databases

**Skills and Behaviours:**

- Excellent networking and relationship building skills
- Excellent oral and written skills used in a variety of communication settings at all levels
- Demonstrate ability to influence, engage and inspire others through excellent relationship building both internally and externally with colleagues and supporters
- Adaptability in response to feedback and experience of events and supporters, an ability to work effectively under pressure and to meet deadlines

- Flexible and creative in approach to achieving and delivering fundraising income targets, and when planning fundraising events and timetables, and delivering successful events

Equality and Diversity:

- To actively and positively promote the Equality and Diversity policy of YMCA Burton
- To appropriately challenge anyone who infringes upon this policy

Health & Safety:

- To adhere to and promote the H&S policy of the Burton upon Trent & District YMCA
- To undertake any training necessary in connection with your employment

Safeguarding:

- To adhere to and promote Safeguarding within the role and throughout YMCA Burton
- To undertake any training necessary in connection with your employment