

INTRODUCTION

Action East Devon is an independent charity delivering a range of services to meet our vision of a happy and healthy East Devon, where organisations, people and communities work together to ensure that everyone can lead full lives. Our Mission is to work with people, communities and organisations to develop solutions that improve health, wellbeing and quality of life in East Devon, particularly for our most vulnerable individuals.

In 2016/17 Action East Devon delivered 11 projects/services reaching over 10,000 individuals and 550 organisations. We work with disadvantaged groups, responding where there is greatest need – in particular carers, young people with poor mental health, people in later life with memory loss, & people out of work due to poor physical/mental health and drug and alcohol issues.

Through our East Devon Council for Voluntary Services (CVS), Action East Devon seeks to support communities to develop their resilience to social and economic change, and provide their own solutions to local need.

2018 will mark the twentieth anniversary of the foundation of the Charity. This year we are seeking to re-emphasise and celebrate what we do best. We want to build on our core areas of expertise in supporting Communities, Carers and Young People with poor Mental Health.

We have recently recruited an experienced Business Development Manager to develop our portfolio of grant-funded work within these areas. We are now looking to recruit a community and corporate fundraising officer, with a significant track record in leveraging in income through donations and fundraising events, to support Action East Devon in achieving its business and fundraising strategies.

We will be looking for someone to help steer a number of fundraising campaigns through-out the year culminating in our birthday celebrations, as well as develop and imbed fundraising approaches within our project teams.

We will consider applications from self-employed individuals if they are willing to be based at our offices in Cranbrook for at least 2 days a week.

Interview date: Wednesday 13th June

JOB DESCRIPTION

JOB TITLE:	Fundraising Officer
Salary:	Approx. £25,951, Pro-rata neg. depending on experience
Hours:	16 hours per week
Responsible to:	Business Development Manager
Term:	1 year initially, extendable
Location:	Cranbrook, East Devon

Job Summary

The Fundraising Officer will be responsible for developing the community and corporate fundraising activity of Action East Devon.

The main objective for this post is to increase income to the charity to ensure the financial sustainability of core service areas and the charity as a whole through successful corporate and community fundraising. As part of Action East Devon's twentieth anniversary celebrations, this will involve raising the charity's public profile so that potential donors and volunteer fundraisers feel engaged with, and supportive of the cause.

Key Tasks

Fundraising Management

Develop and deliver a community and corporate fundraising strategy

Plan an annual calendar of fundraising campaigns, events and activities in line with 20th anniversary celebrations

Work with project teams, managers and Trustees through a fundraising working group and support and motivate members to achieve fundraising goals

Make regular reports to Action East Devon's Board of Trustees on the status and nature of fundraising activities

Corporate Fundraising

Work with the Chief Executive to identify and approach businesses with which to develop giving relationships

Develop corporate giving opportunities

Make applications to be the Charity of the Year of local businesses

Community Fundraising

Support the Chief Executive to run one or two annual fundraising events themed around 20th anniversary celebrations

Develop a group of fundraising volunteers to support community fundraising activities

Make applications for support to key fundraising groups in the community e.g. Rotary and Lions Clubs, and other relevant groups

Identify local community fundraising opportunities e.g. community events

Other Fundraising activities

Assist in the development of marketing materials to support fundraising activity and make effective use of the newsletter, website and other social networking media to communicate with and motivate potential funders.

With the support of the office administrator, run a number of social media campaigns annually.

Represent the charity at fundraising and other community engagement activities

Report, and keep records and acknowledgements for donations

Maintaining donor contact details on a database

Develop and manage fundraising data in accordance with relevant legislation and to oversee the use and development of the supporter database for fundraising

General

Create a positive working relationship with other members of staff, volunteers, stakeholders and beneficiaries

To take all necessary steps to be familiar with and comply with all Action East Devon's Policies and Procedures and co-operating in the implementation and observation of all statutory requirements

To attend staff meetings as appropriate and to participate in training opportunities that will benefit both self and the organisation.

To undertake any other reasonable tasks which from time to time may be required in furtherance of Action East Devon's aims and objectives.

The responsibilities of the post may be changed, subject to review, over a period of time.

PERSON SPECIFICATION

Fundraising Officer

This person specification sets out the essential qualities we are seeking for this post. Please ensure that your application demonstrates how you meet these criteria; this could include voluntary, unpaid and paid work.

		Essential/ Desirable
Experience	Demonstrable track record in developing and delivering effective community, corporate and major donor fundraising activities and successful achievement in raising funds and meeting fundraising targets	E
	Demonstrable track record in developing beneficial corporate relationships and contact management	E
	Able to demonstrate the successful use of social media to support and develop fundraising initiatives	E
	Significant and relevant experience and a track record of successful community and gift economy fundraising.	E
	Previous experience of working with and supporting volunteers to achieve fundraising goals	D
Skills & Abilities	Excellent communication skills, both verbal and written with, able to communicate AEDs vision to a range of audiences.	E
	Experience of speaking to groups of people in a confident and engaging manner	E
	Ability to promote and effectively 'market' the organisation and influence	E
	Ability to support and motivate colleagues, and a team of volunteers towards the achievement of goals	E
	Ability to work independently, taking the initiative as appropriate to achieve organisational fundraising objectives, liaising with Line Manager as and when required.	E

	Ability to work flexibly and effectively under pressure.	E
	Ability to work as part of a team, and co-operatively.	E
	Ability to work to an agreed work plan and meet targets and deadlines whilst managing competing priorities.	E
	Computer literacy - Experience of using Microsoft Office, database software and social media literate.	E
	Able to build an effective charity profile on social media	D
Knowledge	Knowledge of latest fundraising legislation/charity governance	E
	Knowledge of Data Protection legislation	D
	Knowledge of participation and the involvement of service users and beneficiaries.	D
Other	Knowledge of and commitment to equal opportunities.	E
	Able to attend occasional evening meetings.	E
	Full valid driving licence and use of a car.	D