Job Description

Job Title: Fundraising Officer

Salary: £28,825 per annum + 10% company pension on successful completion of probation

Contract: Permanent

Base: The Brain Charity, Norton Street, Liverpool, L3 8LR

Hours: Full Time - 37.5 hours per week

Responsible to: Head of Fundraising and Communications

Summary of Role

As part of our fundraising team, you'll help more people discover, support and champion The Brain Charity's work. By building strong relationships with local businesses, community groups, supporters and potential fundraisers, you'll play an important role in growing The Brain Charity's community fundraising and corporate supporter base.

You'll represent The Brain Charity at community events, fundraising activities and networking opportunities, sharing our work in an engaging and accessible way. You'll encourage people to take on fundraising challenges, support existing fundraisers and help deliver a programme of community fundraising events throughout the year. Working closely with colleagues across fundraising, communications and the wider organisation, you'll identify new opportunities for people and organisations to get involved.

We're looking for someone who enjoys building relationships and is comfortable engaging with new people. You'll be able to start conversations, make connections and represent The Brain Charity with a range of audiences. You'll bring enthusiasm and encouragement to fundraising activities, alongside the organisation and initiative needed to turn ideas and conversations into action.

Key Responsibilities

Corporate Fundraising

- Lead on identifying potential corporate funders and partners whose giving behaviours, strategies and areas of work meet the aims of the charity.
- Use compelling and persuasive written and verbal communication to produce high-quality fundraising materials, applications, pitches and presentations which convince corporates to support the charity’s work and support existing partners to raise funds.
- Research and track all national and regional ‘charity of the year’ partnerships and apply for these as appropriate.
- Attend and present at business networking events and any other opportunities which help identify new potential corporate partners, introduce them to the work of the charity and ensure our work is known to all corporate supporters nationally and regionally.
- Work with corporate supporters to promote a range of different fundraising and donation opportunities such as payroll giving, event and project sponsorship,

employee fundraising, charity of the year partnerships, corporate fundraising, help in kind and volunteering.

- Act as a dedicated account manager for a portfolio of existing and new corporate supporters for the duration of their partnership, such as by:
    - Developing bespoke campaigns, projects and appeals
    - Creating and launching a unique calendar of engagement
    - Stewarding the corporate's staff members, such as by inviting them to our events, to centre visits and to meet clients.
    - Producing regular reports and correspondence as required by corporates to document funds raised, the impact of donations and partnership progress.

- Seek specific gifts, help in kind, sponsorship, donations and volunteers from corporate partners as appropriate to support the charity's projects, services, events and strategy as required.
- Alongside The Brain Charity's communications team, ensure all corporate fundraising opportunities are marketed engagingly, targeting a range of audiences.

Community and Event Fundraising

- Work with colleagues across the fundraising team to plan and deliver a programme of community fundraising events throughout the year.
- Build positive relationships with community fundraisers, providing advice, encouragement and practical support to help them maximise their fundraising.
- Steward community fundraisers throughout their fundraising journey, recognising their contribution and encouraging ongoing engagement with The Brain Charity.
- Attend and support external fundraising events where appropriate, representing The Brain Charity and helping to strengthen relationships with supporters and community groups.
- Organise and facilitate bucket collections at dedicated collection events and other appropriate fundraising activities.

Legacy Donations

- Provide admin support to the Head of Fundraising and Communications and/or the Head of Finance to:
    - Steward potential and existing legacy pledgers by explaining processes, help them set up gifts in their wills as required and providing information on how donations are used.
    - Support the families of legacy donors as required, providing thank yous and updates.
    - Create marketing collateral and social media content to promote Free Wills Month.

Wider Fundraising

- Contribute to and support fundraising activity across all income streams, adapting areas of responsibility as required to meet the needs of the team and organisation.

Other

- Monitor and evaluate the success and effectiveness of all fundraising work you carry out, as this learning will be used by the Head of Communications and Fundraising to shape further departmental strategies.
- Keep accurate records and provide data and reporting to assist with the preparation of reports, presentations, evaluations and other documents as required.
- Ensure all areas of work are logged via our CRM system, Microsoft Dynamics.
- Take responsibility for being up to date with the charity's current policies and procedures and to adhere to these.
- Actively support promotional and fundraising events for The Brain Charity, attending a minimum of 1 fundraising or client-focused event over the course of a year. Responsibility for organising and running communications and fundraising events lies with the whole communications and fundraising team, working across the areas of strength, interest and focus of the individual staff members.
- Assist and support volunteers within team as and when required.
- Carry out any other reasonable tasks which may be required by the charity from time to time.
- Regularly provide cover for all aspects of the department you belong to during any absence relating to your colleagues.

Person Specification

Area	Detail of requirements	Essential / Desirable
Qualifications	Educated to A-level or equivalent. Qualifications and/or relevant experience equivalent experience in fundraising, sales, business development, marketing, community engagement or a related area.	D D
Skills & Abilities	Good research and analytical skills and the ability to review and interpret information, monitor fundraising performance and use learning to improve future activity. Ability to communicate confidently, clearly and persuasively with a range of audiences, including delivering presentations and representing the Charity at meetings, networking opportunities and events. Strong numerical skills and confidence working with financial information, including fundraising targets and developing and explaining project budgets. Excellent IT skills and an understanding of Microsoft Dynamics CRM or similar. Strong organisational skills and attention to detail, including accurate record keeping and effective management of competing priorities. Ability to build, develop and maintain positive relationships with corporate partners, community groups, supporters and other internal and external stakeholders.	E E E E E E
Knowledge & Experience	Demonstrable experience in a relevant transferable area such as business development, sales or corporate social responsibility, or a relevant area within fundraising or the third sector. Experience of generating income or progressing fundraising, sales, sponsorship or partnership opportunities from initial contact through to agreement or delivery. Experience of managing relationships or accounts and providing ongoing stewardship, support and communication to partners, customers, donors or supporters. Experience of planning, organising or supporting events and activities involving members of the public, supporters or community groups.	E E D D

	Experience of working with or supporting, in any capacity, people who have a disability/neurological condition or other vulnerable adults.	D
Personal Attributes	Able to use initiative and manage workload effectively with an appropriate level of autonomy. Eagerness to engage in continuous development through training to extend your skillset and improve the strengths of the department as a whole. Self-motivated and able to work under your own initiative as required.	E E E
Other	Satisfactory completion of an Enhanced DBS Check Commitment to the mission and values of The Brain Charity. Willingness to travel and work flexibly, including occasional evenings and weekends, when required.	E E E

In addition to those elements listed above, staff and volunteers at The Brain Charity work to a set of core values.

Our values are:

Kindness
We genuinely welcome everyone to our Charity and believe that each person has a unique talent and the ability to make the world a better place.

Commitment
We will travel side by side with everyone throughout their journey no matter how complex, how long or how difficult. We roll up our sleeves whenever and wherever we need to.

Authenticity
We accept and understand that the broadness of our own diversity and personal experience impacts directly on the level of quality and compassion delivered within our services.

Courage
We will challenge the status quo, welcome change and bravely take on any new challenges in the spirit of adventure.

Optimism
We believe that equality for people with neurological conditions is now within reach and we will strive each and every day until prejudice and lack of opportunity are removed from our society.