

Challenge and Events Fundraiser

Full time

Military Charity

Recruitment pack

The Opportunity

Reports to:
Chief Executive Officer
Salary:
£25,000
Status:
Full-Time Permanent Position
Location:
Poole

We are seeking an experienced fundraiser to join our dynamic team and work closely with the Chief Executive and Fundraising team to develop and deliver our supporter led fundraising income stream. Responsible for developing and delivering the Charities portfolio of Supporter Led fundraising initiatives and events. This is an exciting role which will help to build fundraising income and develop our supporter base in line with our ongoing plans for growth. The post holder will take ownership of specific areas of fundraising (including planning, management and delivery), and will also work closely with the Fundraising team to support our wider fundraising activities and internal administration.

We are a niche charity supporting an elite section of Her Majesty's Armed Forces, which means we can offer unique events to our supporters. We are looking for someone who can make the most of the opportunities before them, maximise the income from a solid database of supporters and bringing new people to our organisation through the creation and delivery of events which are truly one of a kind.

With support from the Chief Executive and the fundraising team, you will be expected to deliver income, assist in scoping the future and develop practices and principles to build a sustainable long-term approach to our Supporter Led Fundraising.

Job Specification

- Work with the Chief Executive to develop and implement a Third Party Fundraising plan and pipeline
- Plan and deliver fundraising activity that ensures that annual income targets are met
- Maintain and grow our portfolio of donors and supporters, working to agreed income targets
- Steward and engage supporters and members and write high-quality reports and thank you letters
- Prepare high-quality presentations, and fundraising materials as required
- Use the fundraising database to log gifts and appropriately engage all supporters via a Stewardship Plan
- Conduct detailed, on-going research into new opportunities and prospective supporters
- Play a full and active role in supporting the organisation to meet our five year Strategy
- Undertake any task that may be requested from time to time that may be consistent with the nature and scope of this post
- Maintain the ethos and values of the Charity and positively promote the work and activities of the Charity at all times

Main Duties and responsibilities

- Manage the development and delivery of all Supporter Led fundraising events
- Develop a programme of challenge events, recruit and manage participants
- Grow event income through data-led insight and innovation
- Deliver exceptional supporter care from the initial recruitment of participants through to on the day delivery and post event communications
- Report on monthly income results looking to maximise return on investment
- Budget Delivery: works within defined income and expenditure targets, enabling the organisation to achieve its plans, and contributing to the overall growth of the organisation.
- Monitoring Delivery: Monitor, report on progress against the plan and agreed KPI's Implement changes necessary to achieve the objectives, identifying appropriate contingency actions where appropriate
- New Opportunities: Work to develop new fundraising opportunities, both in terms of new products and new relationship opportunities
- Account Management: Provided account management of high-profile partnerships, including corporate and major supporters as agreed with the wider team
- Legal Compliance: Maintain an up-to-date knowledge of the law surrounding fundraising and communications activities and ensure that any fundraising activity complies with relevant legislation at all times, including contract compliance, GDPR, Fundraising Regulator and insurance requirements

Qualifications, skills and knowledge	
Essential	Desirable
<ul style="list-style-type: none"> • Excellent written and oral presentation skills: Great written language skills, with the ability to communicate the sense of mission, meaning and excitement that underpins our work as a Charity • Networking skills: Excellent interpersonal and relationship building skills, to represent the Association & persuade potential donors that our cause is one they should contribute to • Budget management skills: You need to be able to work effectively with limited resources. • Time management skills: The ability to work to deadlines, and under pressure, managing several projects at a time. • Donor strategy: Will be experienced in the use of a CRM system to record and plan activity. • Compliance: Familiar with Institute of Fundraising codes of practice and data protection legislation • Technology: Fluent in Microsoft Office programs and database software 	<ul style="list-style-type: none"> • Member of the Institute of Fundraising • Career qualifications from the Institute of Fundraising such as the Diploma in Fundraising and Advanced Diploma in Fundraising • You will be interested in the changing fundraising landscape for charities and have ideas about how to act to take advantage • Experience of working in a target driven fundraising environment
The ideal candidate	
<ul style="list-style-type: none"> • Passionate and driven to make a positive impact on the world • A demonstrable grasp of general fundraising principles and best practice in fundraising from a variety of fundraising channels specifically with a focus on Supporter led fundraising and challenge event fundraising • Experience of working in a fundraising role, with a proven track record in generating and meeting fundraising targets. • Excellent attention to detail and accuracy, • Always learning: A self-starter, motivated, eager to learn and committed to your own development • Enthusiastic to work in a fast moving, but very ambitious environment • Team oriented but takes individual responsibility • Resourceful and embraces challenge and change • The discipline to work independently • Happy to work flexibly to meet the Charity's needs. 	

About the Charity

“Providing a lifetime of support to members and their dependents”

The Charity gives peace of mind to unit members, veterans and their families, reassuring those that risk everything to protect us have access to a lifetime of welfare and support whenever it is needed.

The unit deploys at the forefront of the war against international terrorism, and the operational intensity that these brave young men experience is unrelenting and unprecedented. Sadly, many of these courageous individuals become damaged in some way as a result of their service on our behalf. They may experience life changing injuries, mental health problems or worst of all may lose their lives to protect our way of life.

The Charity is always there to help serving members, veterans and their families should the worst happen. We provide a wide range of support services to the injured, the damaged, our veterans, families missing a father and widows. It is these services that provide our brave operational teams with the peace of mind that allows them to focus on their jobs without worrying for their futures or their families. That very peace of mind increases their chances of success and coming home safely, but in the worst-case scenarios provides the knowledge of an ironclad commitment to look after them and their families.

Due to the continuing and growing threats in modern global life the demands on our resources are increasing year on year. As the demands on these specialist protectors grow there is no doubt that this pattern of mounting charitable expenditure will continue into the foreseeable future.

History

From small beginnings in 1998, the Charity now cares for the needs of a growing number of serving and former personnel and their families, providing a wide spectrum of assistance to a diverse membership, ranging from the serving member injured on operational duty to the veteran facing the challenges of advancing age and infirmity. From the youngest child growing up knowing that their father will be away from home, to the widowed and bereaved, who are living with the permanent loss of their loved ones, we are there.

We are almost unique amongst charities in that, due to the nature of the Charity, we are unable to make a public appeal or to promote the Charity openly. Conventional methods of fundraising such as social media appeals and public collections are therefore unavailable to us.

We therefore rely on the generosity of a discreet network of influential individuals and organisations, who appreciate and respect the vital role that the Charity plays in maintaining the security of our country. In many respects they are our extended family, enabling us to care for our very special immediate family members.

Terms and Conditions

- Location: Poole
- Salary: circa £25
- Hours of work: 37 hrs per week
- Annual Leave: 25 days
- Probationary Period: 3 months
- Pension: Available after probationary period
- Private Health Care: Available after probationary period

How to apply

We would like to take this opportunity to thank you for your interest in the Charity.

We know that applying for a job is a two-way process. You will want to find out about the charity as an organisation just as much as we want to find out about the skills, knowledge and abilities that you could bring to the post.

For further information about us please contact Di Platt: Diane.platt@association1664.com

Your Application

In the first instance please submit your CV and a covering letter of no more than 2 sides of A4 to:

Di Platt: Diane.platt@association1664.com

Closing Date: 9th February 2020

Interview date: 13th February 2020

Start date: TBC