



Job Description and Person Specification Fundraising Executive

RESPONSIBLE TO: Head of Fundraising and Communications

RESPONSIBLE FOR: N/A

HOURS: Full time (35 hours) but flexible working negotiable. This role will require weekend and evening working for which time off in lieu will be agreed

JOB LOCATION: Hybrid working, home and office based – Amersham, Buckinghamshire (we are a flexible working employer)

OVERALL JOB PURPOSE

Roald Dahl's Marvellous Children's Charity provides specialist nurses and support for seriously ill children. Our vision is that every seriously ill child deserves a Roald Dahl Specialist Nurse and fundraising core to achieving this.

We are looking for an engaging, passionate and tenacious person who can deliver strong, cost effective and sustainable income growth from targeted, national groups through driving new business. We want someone who shares our core values of being child focussed, sparky, empowering, resourceful and kind and who can live by the ethos of who Roald Dahl was and what he is delivering through his legacy. We also need someone who is flexible and can react positively to a post-Coronavirus fundraising world.

The role's main task is to secure new fundraisers and income from groups and events - mainly challenge events, schools, families who are connected to our cause through Roald Dahl Nurses, and other groups and events as directed. This is a new business focussed role with some supporter care.

RESPONSIBILITIES

Teamwork

This role that is bringing together and developing some successful income streams for us. The role will work across fundraising, marketing, communications and programmes to deliver its objectives.

- To agree processes, and ways of working across the team.
- Work with team members on joint, cross team projects.
- Be proactive about the use of technology in working across the team.
- Ensure relevant staff are updated on their work.

This role is part of a fundraising and communications team that delivers income from a variety of sources but mainly trusts and foundations, companies, and individuals.

New business fundraising

Create an engaging programme of activity to meet agreed targets of over £100,000 in year one, then contributing annual growth across the programme.

- To manage our challenge events portfolio, focussing on digital recruitment, Sport for Charity, London Marathon and creating groups of participants, e.g., ensuring there are opportunities for families of seriously ill children to take part, and corporate partners.
- To grow income from families and friends that benefit from our cause working across team and with Roald Dahl Nurses. Ensuring sensitivity through communications:
 - Work with the Marketing and Comms Manager to create ways to build our family contacts.
 - Create engaging content for them.
 - Activate our major campaign and appeal points during the year for this audience.
- To be responsible for the new business delivery of our schools fundraising programme:
 - Contacting, and engaging schools to fundraise for us, ensuring approaches are tailored and activity offered is relevant. Maximising participation and income generation is the priority.
 - Working on a year-round programme of engagement with key fundraising times including our flagship event, Roald Dahl Story Day.
- To deliver on fundraising through other groups with a particular focus on children's activities.
- To research, identify and develop new fundraising opportunities and areas of potential support.
- To work closely with the Supporter Care and Database Officer to ensure participants go on an effective, positive journey with us, building on their initial support.
- To raise the profile of Roald Dahl's Marvellous Children's Charity, reaching out to new audiences and further engaging current supporters, actively contributing to the Charity's communications.
- To ensure the Charity's database is well maintained and utilised according to current and future data protection standards and fundraising best practise and is maximised to the benefit of the charity.
- To understand and get to know our supporters including their motivations for giving and appropriately target communications to maximise engagement and income generation
- Contribute to the charity's website, annual review and other relevant materials and communications.
- To work autonomously and report back when necessary.

Additional areas

Working with others across the team

- Supporting on community fundraising and fundraisers as and when required.
- To contribute to the overall planning and strategic direction of the fundraising team.
- To work with the Marketing and Communications Manager to ensure all events and activities are added to the RDMCC website.

Other Information

This job description helps the post holder to understand his/her main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility appropriate to the grade of the post.

- The post holder will be required to travel within the UK, for example to support fundraising events and fundraisers. This may occasionally require overnight stays. The post holder will also be required to undertake some evening and weekend work for example at fundraising events.
- Roald Dahl's Marvellous Children's Charity is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Confirmation of appointment will be subject to a satisfactory standard Disclosure and Barring Service Check.
- The appointment is subject to the satisfactory completion of a three-month probation period.
- Roald Dahl's Marvellous Children's Charity is committed to achieve the highest standards of service and employment practice. We give equal opportunity to everyone, regardless of background. While our offices are not currently accessible for people with significant mobility difficulties, we will make all reasonable adjustments to allow the most suitable candidate to perform their role effectively.
- The candidate must have the right to work in the UK.

Person Specification: Fundraising Executive

| | Attribute | Essential (E) or Desirable (D) |
|-----------|--|---------------------------------------|
| 1. | Knowledge & Experience | |
| | Proven track record in fundraising and/or sales | E |
| | Experience of managing and delivering on financial income targets | E |
| | Knowledge and experience of charity finances, budget management and financial record keeping | D |
| | Experience of identifying, establishing and retaining new supporters/customers | E |
| | Experience in writing and delivering presentations and speeches and the natural ability to engage with a wide variety of audiences | E |
| | Experience of creating and managing charity fundraising events | D |
| | Experience of working with schools and other children's groups | D |
| | Experience of using a fundraising database | E |
| 2. | Skills | |
| | Clear understanding of the role of fundraising within the charity and the wider sector | E |
| | Ability to work on own initiative and as part of a multi-disciplinary team | E |
| | Ability to research, assess and initiate new opportunities and to build on these relationships | E |
| | A natural ability and empathy with a wide and varied population and to engage support from a variety of different audiences | E |
| | Excellent written and verbal communication skills in order to recruit new fundraisers | E |

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| | Excellent speaking and listening skills including confidence in public speaking | E |
| | Excellent understanding of the principles of relationship fundraising and supporter care | E |
| | Ability to understand what motivates individuals to fundraise and donate and to respond appropriately | E |
| | Ability to plan, organise and manage multiple priorities and the ability to successfully prioritise tasks for yourself and others | E |
| | Excellent time management and administrative skills | E |
| | Ability to understand the strategic aims and objectives of RDMCC and to translate these into compelling presentations and stories with which to engage and retain donors | E |
| 3. | Personal Qualities | |
| | Naturally confident, outgoing personality with excellent interpersonal skills | E |
| | Tenacious, self-motivated with the ability to work well on their own and as part of a team | E |
| | Ability to work under pressure, to target and deadline | E |
| | Good team player who is willing to support and help others in the team | E |
| | Flexible approach with a willingness to work weekends and evenings and to travel across the UK as necessary | E |
| | Highly organised with excellent attention to detail | E |
| | Professional, diplomatic and discreet and able to maintain confidentiality | E |
| | Sensitive and warm approach in particular, when working with patients and their families | E |

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| | A creative thinker who is quick to respond to opportunities | E |
| | Chartered Institute of Fundraising Member | D |

Terms and Conditions of Employment

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| Position: | Fundraising Executive |
| Reporting to: | Head of Fundraising and Communications |
| Location: | Hybrid working, home and office based – Amersham, Buckinghamshire (we are a flexible working employer) |
| Salary: | Circa £27,000 |
| Hours: | 35 |
| Holidays: | 28 days |
| Pension: | 7% non-contributory |
| Life Assurance: | Not offered |
| Any other benefits: | Flexible working |

How to apply

To apply for this role please submit a detailed CV and supporting statement that addresses the criteria set out in the job description person specification.

Please ensure that your supporting statement provides specific examples to demonstrate your competencies, achievements and skills addressing the specific criteria set out.

When submitting your application please ensure that you have included a contact number and an email address.

The closing date for applications is 29th July 2022

Interviews will take place during the week commencing 8th August 2022 and will be via Microsoft Teams

Submit your CV and supporting statement to recruitment@roalddahlcharity.org