

Job Title	Fundraising Officer		
Team	Fundraising	Reports to	Fundraising Manager
Department	Income and Engagement	Location	Worthing Town Hall with travel for fundraising and site visits
Direct Reportees	N	Flexibility for home working	Y – on agreement with manager
Budget responsibilities	N		

## Job Purpose

Responsible for raising unrestricted funds for Turning Tides from a wide range of fundraising activities, and to demonstrate a commitment to the charity's mission. The role is part of a team delivering team financial targets, and works in conjunction with the Communications, Community Engagement and Business Development teams.

Please note that this role has considerable expectation of working at weekends and in the early mornings and evenings. A full driving licence and access to a vehicle are essential.

## Key Responsibilities

### General

- Create, develop and maintain relationships with donors, supporters and future supporters with the aim of creating opportunities for one-off giving, peer to peer fundraising, event participation, corporate support, and/or regular giving - with the potential for major donor giving or leaving a gift in a will.
- Adhere to the principles of stewardship best practice by putting the supporter at the heart of all activities, recognising their commitment to the charity's mission. This includes: ensuring supporter requests are met in a timely manner; regular, timely and appropriate communications in the lead up to events and activities; ensuring supporters are appropriately thanked for their efforts. Similarly ensure that all other internal and external stakeholders including volunteers, staff, clients, suppliers etc are treated in the same way.
- Contribute to the annual strategic planning process with creative ideas and potential cost benefit and financials and implement the strategy as a member of the team.
- In collaboration with the Fundraising Manager and other team members, to have responsibility for ambitious and successful fundraising events and activities - which also raise awareness of the charity's mission. This responsibility incorporates every stage from initial idea to planning and implementation and post-event wash-up. This includes ensuring activities meet pre-agreed financial and participation targets.
- Ensure thought is given to co-production, diversity and inclusion when designing any fundraising activities.
- Where appropriate, ensure all agreements made with regard to event sponsorships are upheld.
- Proactively research successful fundraising ideas to widen income streams.
- Create opportunities to give talks to and attend events with groups and individuals including schools, corporates, community groups and religious groups to raise funds and awareness of the charity throughout West Sussex - including creating photo opportunities for the media where appropriate.

- Inspire new supporters to raise unrestricted funds, while maintaining and developing relationships with existing supporters.
- In collaboration with the Fundraising Manager discuss staff attendance at external events such as summer fairs/supermarket collections and, where appropriate, arrange for volunteers to represent the charity to avoid build-up of TOIL.
- Attend networking groups and events across West Sussex to build long term relationships for the charity and broaden awareness of homelessness.
- Alert the business development team to any potential income streams for raising additional restricted income.
- Support the Fundraising Manager to track, measure and collate analytics for KPIs and other reporting purposes.
- Ensure Donorfy records are kept up to date and accurate, including recording activities with supporters.
- Prepare and process detailed income and expenditure reports for each area of activity when required.
- Interpret internal and external data in order to measure effectiveness and to provide excellent stewardship of donors.
- Regularly review all third-party platforms such as Mailchimp, Eventbrite, JustGiving etc to ensure they are working properly, communicating effectively with Donorfy and are appropriate for current team needs.
- Ensure all equipment is stored securely, fit for purpose, and kept in good working order - reordering/replacing where necessary in collaboration with the Fundraising Manager, and adhering to the relevant procurement/best value policies.
- Attend and contribute to team meetings, one to ones, annual reviews and cross-organisation events.
- Adhere to agreed deadlines and objectives.

## **Communication**

- Work collaboratively with the Communication team to ensure all fundraising events, appeals and other activities are well-publicised to internal and external stakeholders, with the aim of maximising potential income.
- Provide the communications team with clear timelines and plans for events to allow timely communication.
- Assist in identifying opportunities for social and other digital media, as well as press opportunities. This includes creating content where necessary, and in collaboration with the Communications team.
- Contribute to fundraising internal communications to ensure engagement from all staff.
- Work with the Fundraising Manager and Comms team to ensure all printed and promotional material is current, relevant and in stock. This includes printed apparel, banners, leaflets and postcards.

## **Administration and Systems**

- Ensure Donorfy records and preference information is up to date and accurate at all times, including recording interactions with supporters.
- Ensure all records are kept in accordance with GDPR requirements.
- Maintain fundraising templates and documentation
- Ensure all documents relating to fundraising activities and comms are securely saved and accessible to colleagues on Sharepoint.

## **Other**

- Stay abreast of fundraising good practice and legislation, ensuring compliance with the Charities Act and the Institute of Fundraising and FRSB codes of practice.
- Keep knowledge of the current situation and statistics around homelessness up to date.
- Network with other fundraisers and charity staff when possible.
- Ensure knowledge of the charity is up to date at all times, and visit projects and services as often as practicable to create positive relationships across the organisation.
- Support the Fundraising Manager with ad hoc tasks.
- Undertake any other reasonable duties as required by your manager.
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## **General**

- Abide by all Turning Tides' policies and procedures and regulatory requirements at all times including GDPR and the Fundraising Code of Practice.
- Follow all policies and procedures of Turning Tides and ensure any policies in your area of responsibility are embedded and kept up to date at all times.
- Maintain personal development including participation in performance reviews and training.
- Promote and embed a proactive approach to equality and diversity in everything you do.
- To ensure you work with PACT on all new initiatives or changes as and when they arise.
- Undertake any other reasonable duties required by the management team.
- Always maintain the ethos and values of Turning Tides.

## Specification

Candidates will be invited to interview based on the following criteria.

### Knowledge and Experience

Criteria
Good knowledge of fundraising methods and practices, rules and regulations and previous experience within a fundraising role.
Demonstration of creative and successful fundraising campaigns.
Some understanding of homelessness and the support that vulnerable people including those with complex and enduring needs may require.
Experience of overseeing multiple work projects and handling multiple deadlines at one time.

### Skills and abilities

Criteria
A proven track record of developing and building working relationships and partnerships
Ability to communicate with a wide range of people using excellent active listening skills to form healthy and constructive relationships
Good written communication skills to write external postings and email campaigns
Ability to work under pressure and be able to prioritise own workload to meet deadlines and manage to financial budgets and targets
A proactive attitude with drive and enthusiasm to create imaginative campaigns

### Specific Job Requirements

Criteria
A full clean driving license and access to own vehicle is <b>essential</b>
Confident user of MS Office suite
Knowledge of CRM, ideally Donorfy
Willingness to work variable hours to include occasional weekend, early morning and evening work is <b>essential</b>