

Community & Events Fundraising Officer

Are you an inspiring and aspiring fundraiser with great people skills?

About us > CICRA is the charity for children and young people with crohns and colitis. Our vision is a childhood unlimited by inflammatory bowel disease (IBD). Our mission is to lead research into better treatments, to support children and families with relevant information and advice, to work with health professionals to improve care and to give children a voice to increase public understanding.

About the role > The Community and Events Fundraising Officer will be responsible for delivering CICRA's community and events portfolio and engage with a wide range of supporters, volunteers and members. This new role focuses on supporting CICRA's fundraising in order to grow our income and supporter base alongside our reach and our membership. We are looking for someone to support and encourage our fundraisers and deal empathetically with our members.

Reporting to the CEO, you will be responsible for cultivating support, thanking donors and delivering an excellent supporter journey to all our fundraisers. You will occasionally be asked to attend events outside of usual working hours but will receive time off in lieu. This role is intended as full time 35 hours per week, with 25 days paid holiday (plus bank holidays) and includes a NEST pension. However, we are open to some flexibility on total hours for the right candidate, though we do need 5 day cover in the office.

About you > With responsibility for the delivery of our community and events portfolio, you will have the ability to work on your own initiative, build rapport quickly, and you will have a natural passion for building relationships and delivering the highest levels of stewardship. You will be an ambitious fundraiser with a minimum of 12 months community or events fundraising under your belt. You will have excellent communication skills, the ability to prioritise your workload and manage multiple tasks, as well as produce regular reports and mailings. You will contribute to a small charity team and bring with you a passion for fundraising.

This is an exciting opportunity to extend your experience of fundraising, using your own initiative to inspire members/supporters/ schools/local groups etc. to fundraise for CICRA, with either yours or their ideas and in doing so help children with inflammatory bowel disease and their families.

To apply > For an informal chat about the role or the charity, please email nick@cicra.org to arrange a call. CVs and covering letters explaining how you meet the person specification should be sent to recruitment@cicra.org Deadline for applications: **Tuesday 31st March 2020**, **Please note we may interview candidates that are a strong match before the closing date.**

CICRA is committed to providing equal opportunities for all applicants regardless of background. We aim to encourage a culture where people can be themselves and be valued for their strengths so we seek to attract and employ the best people from the widest talent pool, reflecting the diverse nature of our society.

No agencies please

This job description is a statement of requirements at the time of writing and is not contractual. It should not be seen as precluding future changes.

CICRA is the operating name of Crohn's In Childhood Research Association, a registered charity in England and Wales (number 278212) and Scotland (SC040700).

JOB DESCRIPTION

Job Title: **Community & Events Fundraising Officer**

Hours: 5 days pw, 35 hrs, some flexibility on total hours for a strong candidate

Pay: Up to £25,000 per annum, depending on experience

Location: CICRA office, Sutton (Surrey/SW London)

Reports to: Chief Executive

Job Purpose: **To support CICRA individual, events and community fundraising**

Principal responsibilities

FUNDRAISING

Fundraising management:

1. Manage the delivery of the CICRA community and events portfolio, achieving financial and sign-up targets
2. Manage the delivery of core initiatives such as summer and winter raffles and Christmas cards, achieving financial targets, making full use of contacts
3. Develop effective fundraising plans to ensure targets are met and work with colleagues to identify opportunities to diversify and enhance our portfolio
4. Work with finance to ensure Gift Aid claims are processed promptly and accurately and maximize use of online giving facilities.
5. Ensure that fundraising spreadsheets and databases accurate and up to date
6. Manage the merchandise range, achieving financial targets and maximizing the fundraising and promotional opportunities
7. Support fundraising volunteers

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Supporter care and relationship management

8. Monitor incoming fundraising queries generated from all sources and respond promptly, including those flowing from other members of the CICRA team
9. Steward existing fundraising supporters with regular and engaging communication and regularly seek new fundraising opportunities
10. To be the key point of contact for event participants and community fundraisers including communication by phone calls and emails
11. Provide timely and bespoke support to community fundraisers to ensure fundraising opportunities are maximised throughout the year
12. Deliver excellent supporter care to ensure supporters are motivated to achieve (and exceed) their fundraising targets, feel valued and build engagement with us
13. Manage enquiries, applications and registrations for all types of fundraising events, ensuring high levels of conversion, and capturing relevant supporter data
14. Develop and deliver effective and engaging content and materials for fundraisers to increase recruitment, retention, and exceed fundraising targets
15. Ensure thanking is timely, personalized and engaging

Marketing

16. Contribute content for e-newsletter, and additional e-blasts for fundraisers
17. Update relevant CICRA website pages on regular basis and liaise with CICRA contractors and volunteers to maximise digital and marketing opportunities
18. Proactively market events, recruit participants and encourage fundraising activity by contributing to social media, updating web listings, and using CICRA networks
19. Work with external designers and contractors to maximise marketing opportunities to raise awareness and increase recruitment and fundraising
20. Identify potential media stories and case studies to further awareness of the charity and its fundraising portfolio
21. Actively seek new avenues for recruitment and marketing of fundraising, including high quality, engaging fundraising materials and literature

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Managing information and reporting

22. Manage and maintain accurate records of event participants and supporters
23. Develop and administer long-term donor journeys
24. Manage third party sponsorship websites, e.g. JustGiving, creating reports, helping colleagues to code and record income
25. Prepare monthly reports on fundraising activities for CEO and trustees, including analysis of fundraising income, expenditure and trends

GENERAL

26. Assist colleagues as necessary with fundraising and other preparations for the family days
27. Assist with general office administration as required, in collaboration with other staff, including:
 - a. answering the phone and checking voicemails
 - b. opening and recording incoming post
 - c. recording incoming cheques
 - d. preparing and packing mail-outs
28. On days when alone in the office be responsible for all the day-to-day regular routines of the CICRA office and for office security making judgements as to appropriate action(s) to be taken.
29. To carry out any other related duties that are reasonably asked of you
30. Ensure that work is carried out in a manner which is consistent with CICRA policies and procedures
31. To attend regularly and participate actively in team meetings and other meetings that might be arranged
32. Have a good understanding of, and comply with, CICRA's procedures for promoting and safeguarding the welfare of children and vulnerable adults

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PERSON SPECIFICATION

Experience		
Minimum of 12 months experience in community or events fundraising	E	
Experience of using a fundraising database	E	
Experience of managing events	E	
Experience of working on a range of projects across fundraising	E	
Experience of managing volunteers	E	
Use of Microsoft Office packages and mail merge processes	E	
Data selection and segmentation experience		D
Experience of marketing campaigns across a range of channels including email, online and social media		D
Knowledge of the medical research charity sector		D
Skills/ability		
Ability to build rapport quickly with supporters at all levels on the phone and in person	E	
Excellent interpersonal skills, able to deal confidently with contractors and other voluntary sector partners.	E	
Excellent written and verbal communication skills including networking and presentation skills	E	
Demonstrable ability to plan and prioritise own workload, handle conflicting demands and meet tight deadlines	E	
Strong organisational skills with the ability to work independently and proactively, and as an effective team member	E	
Strong project management skills	E	
Strong attention to detail	E	
Understand the principles of GDPR especially as they relate to fundraising	E	
Ability to work flexible hours, including occasional weekend and evening work	E	

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