

JOB DESCRIPTION FOR FUNDRAISING OFFICER

Department: Communications

Reporting to: Head of Fundraising and Marketing

Hours of work: Full-time: 37.5hrs/week (adjustments to create a part-time role will be considered)

Starting date: As soon as possible

Application closing date: 9 March, 9am

First interview date: 17-19 March

Salary: £35,000

Location: 40% London-based, 60% remote (although a larger office-based ratio is possible if preferred)

The charity

Think back to your school days - to that one teacher who inspired you and helped you become the person you are today. Imagine if that teacher had been so stressed with work pressures that they left the profession for good. This is a growing reality for those in education today – with 34% of teachers planning to leave in the next few years due to stress and workload.

At Education Support, we are there for everyone working in education. Established more than 145 years ago as a benevolent fund for teachers, we understand the pressures of working in education today. Through our free helpline, grants, counselling, guidance, and professional and organisational development services, we work with hundreds of organisations and thousands of staff across the sector. The impact can be lifesaving, and more teachers, lecturers and support staff turn to us for help each year.

“Education Support was a real lifeline. They understand the pressures that teachers are under, and their lives, and make it more human,” John, a secondary school teacher.

We have ambitious plans for the future, as we grow to meet the needs of an ever-changing education sector. We are focussed on our vision of everyone working in education feeling respected, supported and resilient. As Fundraising Officer, you will be a crucial part of our small but mighty income generating team raising money to support educators across the UK.

Join us and make a real difference.

Job purpose

To support the activities of our fundraising department with organised, timely administrative tasks and delivery support.

The role has four vital elements:

- Fundraising campaign delivery: Manage the delivery of supporter communications across direct mail and email.
- Data: Ensuring all fundraising data on our Salesforce CRM database is kept up to date in an accurate and timely manner, including preparing and importing large sets of data from various sources.
- Supporter care: Managing thanking and regular communications to a range of supporter groups. Acting as the first point of contact for donors and potential supporters and assisting with all campaign logistics.
- Finance processing: Processing income and campaign responses from fundraising activities such as appeals and magazines.

We need someone who can prioritise, conduct and refine a range of administrative and campaign delivery tasks and enjoys talking to supporters. These tasks cover supporter data, income processing, supporter care and fundraising appeals.

If you know you can bring skills and experience to just one or two of these areas, then please don't hesitate to apply as we'll provide training and time so you can grow and expand your skillset in the role.

We offer flexible working with core hours 10am-3pm and 40% of time worked from the office. Please note your presence will be required in person for 80% of the time for the first month while systems are learnt.

Duties and Responsibilities

- Enable the fundraising team to give our supporters the best experience possible
- Deliver high quality data processing and support on Salesforce
- Accurately record, process, and reconcile all incoming donations received by post, online and telephone
 - Run and maintain regular weekly and monthly data imports, as well as ad-hoc imports as necessary
 - Ensure data hygiene by preparing and running appropriate data checks on a regular basis
 - Record and update non-financial supporter information such as Gift Aid declarations, data protection opt outs, legacy pledges and other personal information in line with the Data Protection policy and GDPR
 - Support finance team with accurate fundraising income reporting
- Manage and respond to supporter enquiries via email, letter or phone where necessary and ensure donor contact details and preferences are kept up to date on Salesforce
- Respond promptly to queries from the general public and existing supporters to maximise fundraising opportunities.
- Manage the delivery of appeals and magazines, including planning activity, briefing design, liaising with printers, processing returns and evaluating activity.
- Manage all supporter communication processes, including liaising with agencies and suppliers
- Delivery of fundraising emails to our existing email subscribers
- Support with financial administration

- To carry out all duties in a manner that complies with all standard operating procedures, e.g. Health & Safety, Fundraising Code, GDPR, PECR
- Any other duties as may reasonably be requested

PERSON SPECIFICATION

Skills and Attributes

- Meticulous attention to detail
 - Appreciation of the importance of carrying out key data and finance processes in a secure, compliant and accurate way
 - Good proof-reading skills
- Practical, methodical approach to solving problems
- Excellent organisational and time-management skills
- Warm interpersonal skills and confidence in engaging with people, both written and verbal
- Ability to produce engaging written communications
- Desire to learn new skills (training on Salesforce and campaign delivery provided)
- Good telephone manner
- Able to work autonomously on defined tasks
- Able to streamline processes to create efficiencies and spot opportunities for improved supporter stewardship
- Identifies when problems cannot be solved alone, and seeks help immediately
- Works collaboratively with others across the organisation. This may include working with senior managers.

Knowledge and Experience

Essential

- Experience working with administrative tasks, including finance and communications
- Experience in delivery of marketing or fundraising activity
- Experience in project management or related activities
- Experience in planning and evaluating campaigns or activity
- Experience of inputting, manipulating and interpreting quantitative and qualitative data
- Strong working knowledge of Microsoft Excel
- Experience of working in customer experience or supporter care
- Experience working with communications platforms such as mail chimp
- Experience in managing and prioritising your own workload

Desirable

- Experience in delivering direct mail and email campaigns (prior experience of fundraising appeal delivery would be a significant advantage)
- Experience of CRM systems (prior experience of Salesforce would be a significant advantage)
- Experience in managing agencies and stakeholders
- Demonstrable understanding of the purpose of databases within an organisation, ideally with experience of fundraising databases
- Reasonable understanding of payment platforms such as Paypal and JustGiving



- Experience of a customer facing role