



West House

JOB DESCRIPTION - FUNDRAISING OFFICER

Main Purpose: To play a key role in the development and implementation of West House's fundraising activities in order to secure funding for project work and organisational core costs.

Responsible to: Business Manager

Salary: £27,643 - £31,141

Hours: Full-time, permanent

Our Vision What we're working towards:
Our vision is for children, young people and adults with learning and other disabilities in Cumbria to live a fulfilling life, in the way they want and with the support they choose.

Our Mission How we will achieve our vision:
Offering high-quality care and support to people which is centred around individual needs, offers choice, and promotes independence;

Creating opportunities that people want through offering a diverse range of services which enable people to develop, achieve and reach their potential;

Employing good quality, suitable staff that we value and support because we recognise that a happy workforce does the best job;

Working with other organisations and our communities to promote understanding, equality of opportunity, and inclusion.

Our Values How we will behave:
Person-Centred
Inclusive
Positive

MAIN DUTIES

Trusts and Grant-Making Bodies

1. Build on relationships with existing trust supporters, writing reports to meet deadlines and submitting further applications for funding.
2. Manage and lead on the identification of and approaches to trusts and foundations that have not previously supported the work of West House.
3. Keep the organisation up to date on changing priorities and ensure that new funding opportunities are identified and shared with management in a timely manner.
4. Create a sustainable and diverse fundraising portfolio, with funding streams including individuals, major gifts, community, events and trusts/foundations.
5. In collaboration with service managers, write tailored applications, addressing grant-making priorities or requirements as specified by individual trusts and foundations.
6. Develop and maintain in house reporting and application systems.
7. Identify and submit applications for prizes and awards that will raise the profile of West House and secure funding.

Corporate

1. Develop and manage current corporate partnerships, suggesting a number of ways effectively building on these relationships, maximising engagement with employees at all levels.
2. Identify and approach corporate prospects, securing financial contributions and the support of employees.
3. Manage the relationship with organisations in order to increase the number of regular givers who support the work of West House.
4. Promote and market West House events and sponsored challenges to corporate employees.

General Fundraising

1. Develop, implement and maintain West House's fundraising and communications strategy and action plans.
2. Contribute new ideas for fundraising and identify suitable funding initiatives.
3. Lead on the organisation of fundraising events.
4. Produce detailed annual action plans on specific areas of responsibility outlined above, identifying areas for growth and development and outlining measurable objectives.
5. Objectively review the success and achievements against agreed targets, identifying strengths, weaknesses and areas for development.

6. Maintain organised hard and soft files of all fundraising information.
7. Participate in the day to day work of the organisation – such as reporting, attending team and Board meetings as required, and taking a flexible approach to general administrative and support tasks.
8. Set up and manage the West House fundraising database, ensuring that records are up to date and that all new contacts and correspondence has been entered.
9. Represent the work of West House at events to members of the public and supporters, where necessary delivering presentations.
10. Participate in staff appraisals and appropriate training for the role.

Communications

1. Develop standardised fundraising and publicity materials for awareness raising and fundraising.
2. Production of the quarterly West House newsletter, including writing, liaising with printers and designers and distribution to staff, families, supporters, partners and funders.
3. Maintain the West House website and related social media ensuring communications information is up to date.
4. Collate case studies, photographs and information from the services to include on the website, social media and newsletter.
5. Develop media contacts and publicise the work of West House.

Volunteers

- Advertise and recruit for volunteers as required to support community level fundraising.
- Carry out volunteer inductions.
- Manage and supervise volunteers.

General

1. To contribute and uphold West House's values, qualities and standards.
2. To ensure one's own professional development within the organisation.
3. To present a professional image in terms of dress and conduct.

Any other duties as may reasonably be required. This may include transfer to another location.

PERSONAL SPECIFICATION

Experience

- At least one years' experience in Trusts or Corporate fundraising.
- Proven record of successful applications for substantial funding from Trusts and other grant-making bodies.
- Demonstrable ability to develop relationships with corporate partners and Trusts.
- Experience of researching Trust and Corporate funding opportunities.
- Working within a charitable environment.
- Experience of organising and promoting income generating events.

Skills and Competencies

- Excellent written and verbal skills with the ability to produce concise and creative bids and connect with a multitude of audiences.
- High standard of computer literacy (Excel, Word, PowerPoint and Outlook and the Internet), including social media and database management.
- Meticulous attention to detail.
- Demonstrable ability to plan and prioritise own workload with minimum supervision.
- Well organised and able to manage a number of different projects and application processes at any one time.
- Excellent communication and presentation skills required to build relationships with potential donors.
- Excellent report writer, able to communicate clearly what has been achieved through the project work, explaining how budgets have been spent and resources used.
- Ability to design and develop publicity materials.
- Demonstrable knowledge of UK Trusts and Foundations and Corporate giving in general.
- Ability to develop and motivate individuals and groups of volunteers.
- Ability to demonstrate initiative and work well under pressure.
- Ability to understand and generate budgets.
- Ability to plan ahead and work within agreed timeframes.
- Willingness to work occasional evenings and weekends as required.