

ADM1702 FUNDRAISING OFFICER (G7) JOB DESCRIPTION AND PERSON SPECIFICATION

(May 2017)

Principal Duties

To undertake the specific and generic principal duties and role requirements of a Fundraising Officer as set below, in particular to:

- Work closely with the Executive Director to grow the fundraising programme, in particular to increase the number of major donor prospects and income over time.
- Develop individual relationships with major donors and trusts, and organize events to increase income.
- Identify and develop opportunities for other major gifts through Corporate or other routes.

Specific responsibilities

Develop new and maintain existing donor relationships

- Work with the Executive Director to develop a portfolio of up to 150 existing and new donors, prospects, trusts and corporate contacts through a variety of personalized and creative approaches, including through face to face meetings, phone calls, events and written and oral communications, raising income to meet agreed targets (building to £100k additional funds raised in the first 12 months) with a focus on gifts in excess of £5k.
- Actively drive new business, working closely with the Senior Management Team and Trustees to identify and evaluate new prospects utilizing a wide range of methods including developing peer to peer networks and events.
- Develop and implement strategic, creative and bespoke donor plans to engage and nurture donors, working closely with the Executive Director and project teams.
- Represent ORC personally with prospective donors where the occasion demands.
- Create and develop recognition opportunities to consolidate relationships.
- Produce high quality written proposals and make verbal presentations tailored specifically to inspire and captivate donors.
- Support the development of potential new corporate fundraising opportunities which come about through major donor or other connections to the Charity.
- Provide support for Trust & Statutory funding applications, particularly where there is cross over with major donors.

Strategic

- Develop an in-depth knowledge of the Charity's work and support its communication.
- Engage with the organisation's strategic planning process in order to identify new developments and plan effectively for funding opportunities.
- Develop accurate fundraising budgets and operational plans as part of the organisation's business planning process.
- Contribute an understanding of relevant data protection issues and other fundraising regulation issues, and work with the Deputy Director (Programmes) to ensure compliance with the General Data Protection Regulation (GDPR).

Project Identification, Development and Monitoring

- Work closely with colleagues to identify potential new projects suitable for major donor funding.
- Work in partnership to develop these, ensuring they are packaged and presented in ways that will optimize funding opportunities.
- Work with Senior Management Team and Programme Team Leaders to maintain an information bank of projects available for fundraising including budgets, project outlines and timescales.
- Support project staff in the production of regular monitoring reports on projects funded by major donors.

Administration

- Manage a dynamic workload and respond to competing priorities.
- Work closely with the Executive Director and Finance Officer to ensure all income raised is restricted appropriately and dealt with efficiently and effectively.
- Provide regular activity and income updates to the Executive Director and Trustees.
- Maintain accurate records both on paper and through the database.
- Assist with a review of the Charity's current CRM database and alternative options

Generic Principal Duties

- Provide back up support if needed when other admin staff are absent (on annual/sick leave)
- Attend staff and other meetings as requested.
- Supervise voluntary, work experience and other administrative staff as required.
- Support the induction of new staff as appropriate to your role.
- Provide meeting, event and other assistance to the Director and other staff as required.
- Keep up to date with best practice in fundraising and undertake training to be able to continue meeting the requirements of this role and develop your potential as a member of ORC staff.
- Comply with relevant legislation.
- Any other duties that may be allocated by the Director, including responsibilities not listed above that may be allocated in the Annual Business Plan and/or agreed as part of annual appraisals.

PERSON SPECIFICATION

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent experience 	<ul style="list-style-type: none"> • Relevant fundraising and project/ event management qualifications
Experience	<ul style="list-style-type: none"> • Previously worked in a major donor role, with demonstrable experience of securing high value gifts • Track record of building successful relationships with high net worth individuals, trusts and corporate donors 	<ul style="list-style-type: none"> • Knowledge and understanding of using fundraising/CRM databases. • Planning and leading successful cultivation events which target major donors • Familiarity with recent developments in fundraising and data protection regulation
Skills	<ul style="list-style-type: none"> • Be comfortable making the ask, • Good communication skills both written and oral, in a variety of styles • Ability to modify behaviour and writing styles to adapt to the individual audiences we communicate with, both in written and face to face communications • Confidence to connect the supporter to the cause and encourage them to donate. • Able to understand and communicate information about our work in a compelling, honest and transparent way. • Excellent organisational, project management and database skills 	
Personal qualities	<ul style="list-style-type: none"> • Self-motivated • Creative and lateral thinker able to develop new opportunities • Independent and able to work alone and as part of a team • Able to effectively plan and prioritise a complex and varied workload, work under pressure and to deadlines whilst maintaining positive relationships. • Enthusiastic and flexible 	<ul style="list-style-type: none"> • Interest in organic food and farming, food systems, agroecology and the environment (training available) • Able to contribute to the wider activities undertaken by ORC
Additional requirements	<ul style="list-style-type: none"> • Clean full driving licence. • Willingness and ability to travel where and when needed in the UK and other parts of Europe • Willingness to work additional hours at peak times 	