

JOB DESCRIPTION

Fundraising Officer (G7)

Version 1.1

DOCUMENT REVISION HISTORY		
Date	Version	Description of Change
12 Jan 12	Draft 0.1	Drafted from Uni Greenwich HERA grade 7.
18 Jan 16	Draft 0.2	Major Donor Officer role compiled from various sources
20 Jan 16	Version 1.0	Finalised following review by Chair of Trustees
04 Apr 17	Draft 1.1	Revised to reflect role changes during 2016

Responsible to: Executive Director

Responsible for: Not applicable

Principal Duties

To undertake the specific and generic principal duties and role requirements of a Fundraising Officer as set out on the following pages, 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.
- Manage 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 alongside the Executive Director to develop and manage 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 manage recognition opportunities to consolidate relationships.
- Produce high quality written proposals and make verbal presentations tailored specifically to inspire and captivate donors.
- Develop 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.

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 manage 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
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 • 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 	

ACTIVITIES	GENERIC ROLE REQUIREMENTS – OFFICER GRADE 7
1. COMMUNICATION	<p><u>Oral</u></p> <ul style="list-style-type: none"> • Frequently receive, understand and convey straightforward information in a clear and accurate manner • In addition, frequently receive understand and convey information that needs careful explanation or interpretation to help others understand eg explain procedures or regulations • On occasions understand and convey issues of a complex and/or conceptual nature, typically not understood by non specialists eg deliver lectures on specialist subjects; present on legal requirements/regulations; explain technical aspects of systems; present specialist research findings <p><u>Written</u></p> <ul style="list-style-type: none"> • Frequently receive, understand and convey straightforward information in a clear and accurate manner • In addition, frequently receive understand and convey information that needs careful explanation or interpretation to help others understand eg write minutes of formal meetings • On occasions understand and convey complex, specialist or conceptual issues not immediately understood by those outside the area of work eg prepare lectures, write procedures or guidelines on complex systems or subjects; draft user manuals
2. TEAMWORK & MOTIVATION	<ul style="list-style-type: none"> • Be supportive of and encouraging to others in a team and help to build cooperation by setting an example and showing a flexible approach to delivering team results; contribute to building team morale as an active participant in a team eg 'covering' for a colleague • On occasions, clarify team requirements, agree clear task objectives, organise and delegate work fairly according to individual abilities • On occasions, help the team focus efforts on the task in hand and motivate individuals as necessary
3. LIAISON & NETWORKING	<ul style="list-style-type: none"> • Liaise with people outside the work team to disseminate information at the appropriate time • Build relationships and contacts to facilitate the future exchange of information • Participate in, and provide input to networks – within the institution or externally – to disseminate information and build or maintain relationships • Within the institution, initiate, build or lead a network or communication channels eg to pass on information or obtain feedback
4. SERVICE DELIVERY	<ul style="list-style-type: none"> • Respond to internal or external contacts requiring information • Respond to internal or external contacts requiring a service • Respond to requests and refer the customer to the right person if necessary • On occasions, be proactive in exploring and understanding customers' needs; adapting the service accordingly to ensure the usefulness or appropriateness and quality of service eg content, accuracy, level of information, cost
5. DECISION MAKING	<ul style="list-style-type: none"> • Take independent decisions that affect the work of people outside your immediate work team and may last for some time eg allocating space, buying equipment • Play a part in collaborative decisions made by a group or committee and/or work with others to reach a conclusion that has a moderate impact and may last for some time eg participate in recruitment interviews, buy non-routine stock or equipment, authorize expenditure from a previously agreed budget • Provide advice or information to others about issues that impact on the immediate work area only eg changing office furniture or equipment
6. PLANNING & ORGANISING RESOURCES	<ul style="list-style-type: none"> • Plan, prioritise and organise your own work or resources to achieve agreed objectives • On occasions, plan and organise the work or resources of others <u>and/or</u> plan and manage small projects, ensuring the effective use of resources
7. INITIATIVE & PROBLEM SOLVING	<ul style="list-style-type: none"> • Use judgement, initiative or creativity to resolve problems that are predictable but are not routine – the range of options will be defined by a set or organisational procedure or by the application of training or specific knowledge
8. ANALYSIS & RESEARCH	<ul style="list-style-type: none"> • Analyse routine data or information using predetermined procedures and gathering information from standard sources • Work accurately to complete the task precisely as specified eg monitor resource usage,

	<p>produce statistics on spreadsheet, carry out database searches</p> <ul style="list-style-type: none"> From time to time, recognise and interpret trends or patterns in data, identify or source additional information that could potentially help the investigation as the analysis progresses
9. SENSORY & PHYSICAL DEMANDS	<ul style="list-style-type: none"> Carry out tasks which require either learning certain methods or routines or involve moderate physical effort
10. WORK ENVIRONMENT	<ul style="list-style-type: none"> Work in a low risk, relatively stable environment eg office, library, teaching space
11. PASTORAL CARE & WELFARE	<ul style="list-style-type: none"> Be the first point of contact and provide support as a routine part of your role Show sensitivity to those who may need help or, in extreme cases, are showing signs of obvious distress Refer to relevant people if necessary
12. TEAM DEVELOPMENT	<ul style="list-style-type: none"> Routinely advise or guide new starters working in the same role or unit on standard information or procedures, or using routine equipment/machinery Have expertise within the team and provide ongoing guidance and advice to others On occasions, deliver training or guide others on specific tasks or activities; give advice guidance and feedback on the basis of knowledge or experience Contribute to the coaching, development and instruction of others and/or identify the training and development needs of a small team eg conduct regular staff appraisals and performance reviews of one or two people
13. KNOWLEDGE TRANSFER & LEARNING SUPPORT	<ul style="list-style-type: none"> Provide routine introductions, making minor alterations as necessary eg outlining the procedure for enrolling on a course or module; demonstrating how to use simple equipment
14. KNOWLEDGE & EXPERIENCE	<ul style="list-style-type: none"> Apply working knowledge of theory and practice gained through qualification in a relevant subject or equivalent working experience Share this knowledge with others as appropriate Demonstrate continuous specialist development by acquiring relevant skills and competencies eg keeping up to date with changes in legislation, attending relevant training