

## Job description & Person Specification

### Charity Fundraising Officer - £22k to £24k FTE

(dependant on experience)

Part-time – 20 hours per week

Head Office: Leatherhead with some work from home flexibility

#### About Crossroads Care Surrey

Crossroads Care Surrey is a charity with a vision to ensure all unpaid carers are recognised and supported for the role they have within society caring for loved ones. With 2 in every 3 people now expected to care for a family member during a lifetime, it is important there are support services available to help people who care to have time away from caring in order to maintain their own health and emotional well-being in order to keep caring.

We are looking for someone with a passion for fundraising who will champion unpaid carers by building awareness and support for the cause.

#### The Benefits

- Salary of circa £22k - £24k per annum FTE
- Pension scheme
- Employee assistance programme
- 20 days pro rata annual leave plus Bank Holidays (rising with service)
- Flexible working patterns
- The option to work from home
- Work laptop

#### Purpose of the post:

To raise funds from a mix of sources across the community with a particular focus on individual giving and community & volunteer fundraising income streams.

To develop strategic relationships with supporters, volunteer fundraisers, community group fundraisers and other local groups and organisations.

Reporting to the Head of Marketing & Fundraising, your main duties and responsibilities will include:

#### Fundraising activity:

- Contribute to the planning and delivery of all seasonal fundraising appeals, including Carers Week.
- Manage, monitor and increase donations through individual giving and community fundraising income streams;
- Lead the development of securing new supporters from new areas/groups;
- Find new income through the use of third-party digital fundraising platforms including sites such as Just Giving, Virgin Money Giving to maximise income;
- Support community events and volunteer fundraising activity locally;
- Represent the charity with a range of potential and current supporters
- Effectively manage the recruitment of volunteer fundraisers and provide them with resources to ensure fundraisers can maximise income to support more unpaid carers.
- Promote and represent the charity through a variety of mediums including presentations and meetings.
- Monitor, evaluate and identify learning points from each area of activity.

## **Targets and budgets**

- Achieve agreed income targets and return on investment
- Plan and monitor the allocation of the budget in conjunction with the Head of Marketing & Fundraising

## **Data, reporting and administration**

- Record data accurately using our cloud based CRM platform, Donorfy
- Produce reports and supply data as required
- Respond to enquiries made by phone, post and email
- Acknowledge donations appropriately; write appropriate communication responses relative to donor support effective thank you letters and share these with colleagues throughout the region
- Count and bank funds received
- Adhere to all relevant financial procedures

## **Communications**

- Devise and implement a communications plan to promote fundraising initiatives in the region, working together with the marketing communications coordinator
- Highlight and follow-up potential PR opportunities
- Provide content for communications channels, e.g. digital newsletters and social media
- Contribute to the creation of fundraising materials and resources for use across Surrey
- Work with supporters to raise awareness of Crossroads Care Surrey, including how we give direct help for unpaid carers and how through supporting our charity can make a difference for more unpaid carers year on year.

## **ABOUT YOU**

To join us as a part-time Charity Fundraising Officer, you will need:

- Experience in fundraising with a successful track-record of raising funds and/or a background of account management or business development
- An understanding of the charity sector
- A full, valid driving licence with access to your own vehicle and the willingness to travel
- Proficiency in MS office suite
- To be highly organised and an ability to prioritise a busy workload
- Excellent interpersonal skills, including face to face, on the telephone and in writing
- Ideally, you will have experience of using a database system, but this is not essential.

## **PERSONAL ATTRIBUTES**

- Commitment to and ability to inspire commitment to Crossroads Care Surrey's vision, values and mission
- Personal integrity and credibility
- A 'can do' attitude
- Commitment to self-development
- Commitment to keeping up to date with key trends/developments in the sector
- Good judgement
- Driven to achieve great results
- Ability to work well under pressure
- Energetic, flexible, willingness to work outside of 'normal' office hours

The closing date for applications is **5 December 2020**. We reserve the right to change the closing date should a suitable candidate is found. Please submit your application as soon as possible to ensure it is considered in the selection process.

Please note, some aspects of our recruitment process may be altered due to the current COVID-19 situation. We are following advice and guidelines and will hold interviews remotely if required.

Crossroads Care Surrey are equal opportunities employers, value diversity and are strongly committed to providing equal employment opportunities for all employees and all applicants for employment. Equal opportunities are the only acceptable way to conduct business and we believe that the more inclusive our environments are, the better our work will be.

So, if you are ready to make a real change to your local community as a Charity Fundraising Officer, please apply online at [www.crossroadscaresurrey.org.uk/join](http://www.crossroadscaresurrey.org.uk/join).

Working hours: 20 hours per week (with some evening and weekend work)