



Fundraising Officer

Job Description & Person Specification

JOB TITLE:	Fundraising Officer
SALARY:	£19,000 per annum
HOURS:	37.5 hours
RESPONSIBLE TO:	Charity Chief Executive
ACCOUNTABLE TO:	Head of Fundraising
LOCATION:	Nuffield House, Queen Elizabeth Hospital

KEY WORKING RELATONSHIPS

Internal:	Trusts & Foundations Fundraiser, Fundraising Officers, Communications Officer, Administrative Officer, Charity Grants Officer, Head of Fundraising, Charity Chief Executive
	Chairman and Board of Trustees, Communications Department, Hospital Executive Management Team
	Consultants, Nursing staff, Clinical staff, Royal Centre for Defence Medicine staff, Medical Secretaries, Administrative Staff
External:	Fundraisers, donors, supporters, volunteers, corporate sector, community groups, events management, Association of NHS Charities, BBC, ITV, national and local media outlets

JOB SUMMARY

This is a full time post at the Queen Elizabeth Hospital Birmingham Charity, the official charity of the Queen Elizabeth Hospital Birmingham.

The Fundraising Officer will work closely with other members of the hospital charity, and will be responsible for delivering fundraising targets from corporate and community fundraising groups both inside and outside the hospital.

This role will cover fundraising for all aspects of the hospital, including the hospital charity's work with military patients.

The post holder will also be involved in the organisation and delivery of fundraising events for the Charity. This role will involve regular evening and weekend work at charity events and as such is subject to a 7 day working week contract.

The post is suitable for someone with a minimum of 12 months experience in fundraising or event management.

PRINCIPAL DUTIES

- To drive and increase income from businesses, business network groups, community groups and individuals to advance the Charity's fundraising ambitions both individually and as part of a wider fundraising team.
- To develop and implement a plan that will maximise opportunities for fundraising with businesses, community groups, clubs, societies and other groupings who have the potential to generate income for the Charity.
- To develop and implement a plan that will maximise opportunities for fundraising with individual fundraisers and donors who have the potential to generate income for the Charity.
- To work with and deliver clear objectives and key performance indicators.
- To proactively contribute to the achievement of targets and the ongoing fundraising success of the Charity as a whole and to be a supportive, effective and collegiate team member.

FUNDRAISING DEVELOPMENT

The post holder will develop and implement the corporate and community fundraising strategy in association with the Head of Fundraising and under the direction of the Charity Chief Executive, in line with the Strategic Plan and annual operating plans:

- to create achievable but stretching financial income targets for the year together
- to identify target companies and community audiences who can support the Charity
- to identify and recruit new supporters and develop relationships with existing supporters in the corporate and community arenas, adhering to service standards designed to ensure optimum supporter care
- to build relationships on a sustainable basis with volunteer fundraisers, both individuals and groups together with companies and business network groups and to respond effectively to all offers of fundraising support
- to assist supporters with the management of their events as agreed with the Head of Fundraising/Charity Chief Executive
- to work in partnership with other fundraising colleagues to maximise opportunities in pursuit of the Charity's objectives.
- to support the corporate fundraising and networking group.

ADMINISTRATIVE

The post holder will ensure that detailed administration is executed to ensure rigorous and thorough tracking and record keeping on the database:

- by monitoring and evaluating approaches and responses.
- by sending applications for support in a timely manner, complying with the deadlines set by the organisations or individuals concerned.
- to maintain accurate records of activity and income, including the preparation of financial and status reports, and using the fundraising database.
- handling calls and correspondence from supporters in line with Charity policy.

- sending thank you letters and receipts to donors within agreed timescales and updating the fundraising database.
- paying donations into the Charity via cashiers office.
- to ensure all relevant information about supporters and potential supporters is promptly and accurately recorded on to the database in keeping with data protection protocols and to carry out administration tasks including issuing letters of authority and permissions, thank you letters, collectors licences.
- to work with online fundraising channels and providers such as Just Giving to increase income.

INFORMATION MANAGEMENT AND RESEARCH

There will be a regular requirement for the post holder to use a variety of software to produce reports on current and prospective supporters and decision makers. The post holder will be responsible for developing written communications material and using desk top publishing software to produce publications, presentations and reports:

- using available resources such as web, information disks and directories.
- assessing and acting upon intelligence gained from within the patient, member, staff and colleague networks.
- developing individual approach strategies for each target individual, group or company.
- to attend appropriate events, training, networking, and information gathering events as a means of adding to the Charity's knowledge of decision makers and influencers.
- to carry out the necessary research to ensure that applications to companies, individuals and community groups are of the highest quality and detailed in the most tailored way to maximise chances of success.
- to research companies through desk-based activity seeking out their preferences for charitable support and submitting outstanding and timely submissions for companies in relation to charity of the year applications, ensuring the document is compelling and relevant to the business in question.
- to research community groups through desk-based activity seeking out their preferences for charitable support and submitting outstanding and timely submissions for companies in relation to charitable approaches for adoption, ensuring the document is compelling and relevant to the group in question.

INTERNAL COMMUNICATION AND RELATIONSHIPS

The post holder will work under the direction of the Head of Fundraising and Charity Chief Executive to liaise with relevant departments to gather information in support of identified and pre-approved projects for external bids:

- to liaise with hospital staff to gather information on the projects which it has been agreed to be funded and to match the elements of the project to supporters and prospects.
- to work with established fundraisers within the hospital.
- to establish relationships between hospital and Charity staff and external supporters and decision makers.
- providing briefings for hospital and Charity staff to prepare them for meetings with external prospects, ensuring they are well briefed and informed as to the supporter's preferences.

EXTERNAL COMMUNICATION AND RELATIONSHIPS

- to develop the relationship with community and corporate prospects, including through telephone contact, site-visits, enlistment and cultivation events, acknowledgement events, and meetings.
- to make presentations to potential supporters as required.
- to negotiate opportunities for donor recognition.
- to submit detailed reports to supporters in line with their expectations and requirements and to ensure commitments are fulfilled in a professional manner.
- to foster and steward long-term relationships with donors and supporters, including update reports, site visits, and communication of key milestones.
- to prepare publicity and communication materials for community and corporate supporters , in line with the Communications Strategy.
- to market the charity's own events to business and community groups and to market third party events as required.
- to identify people of influence and to work with them productively, professionally and sustainably in support of the charity's appeals and campaigns.
- to increase awareness of the QEHB Charity through various communication channels; including traditional media such as the press and radio, internet and face to face contact.

MISCELLANEOUS

- to represent the Charity in a variety of different contexts and to a variety of different audiences.
- to maintain a current and up to date knowledge of changes in legislation affecting charities and carry out fundraising activities in line with Institute of Fundraising Codes of Conduct.
- to ensure that a positive image of the hospital and the Charity is projected at all times.
- to hold a flexible approach to working hours (the role will require the post holder to work evenings and weekends as necessary).
- to hold a flexible approach to work when asked to take on other fundraising or admin duties when the team needs to cover holidays, or at times of workload pressure.
- to adopt a supportive and collegiate approach when working with the fundraising team and other colleagues within the hospital.

The Fundraising Officer will also carry out other projects and duties as directed by the Head of Fundraising and Charity Chief Executive.

ADDITIONAL DUTIES:

As a member of the Charity team, the Fundraising Officer will be required to contribute to the day-to-day work of the Charity. Duties are likely to include responding to telephone enquiries from hospital staff, donors, fundraisers, media and external organisations and covering other members of the team as directed by the Charity Chief Executive.

NOTES:

This is not intended to be an exhaustive list of responsibilities but more an outline framework against which the post holder will be given flexibility to define the detail. Any changes will be the subject of consultation with the post holder.

All employees must adhere to and perpetuate Charity Policies and Procedures relating to:

- Health and Safety
- No Smoking at Work
- Equal Opportunities in Employment, including responsibilities under the Disability Discrimination Act.

Your attention is drawn to the confidential nature of information collected within the NHS. The unauthorised use or disclosure of patient or other personal information is a dismissible offence and in the case of computerised information could result in a prosecution for an offence or action for civil damages under the Data Protection Act 1984.

Employees of the Charity are eligible to join a defined contribution pension scheme, to which the Charity will contribute 4% of an employee's annual salary in addition to employee contributions.

Fundraising Officer

Person Specification

Competence	Essential	Method of Assessment
Education and qualifications	GCSE English Language or equivalent	Application
	GCSE Mathematics or equivalent	Application
	Desirable	
	Educated to degree level or equivalent	Application
	Qualification in community fundraising, corporate fundraising, communications, PR or marketing	Application
	Membership of the Institute of Fundraising	Application
Experience	Experience in corporate and/or community fundraising and/or events fundraising gained in a charitable environment	Application/Interview
	Experience of presenting to large audiences/groups	Application/Interview
	Experience of producing charity fundraising appeal materials	Application/Interview
	Demonstrable success of securing significant income and of achieving challenging financial targets	Application/Interview
	Knowledge/experience of fundraising in a health related field	Application/Interview
	Demonstrable experience and knowledge of the latest donor development techniques	Application/Interview
	Experience of working on productive company fundraising initiatives and charity of the year campaigns	Application/Interview
	Experience of delivering fundraising targets with community groups	Application/Interview

Additional Information	A team player with a flexible approach. Available to work out of hours if required. Desirable Car driver	Application/Interview Application/Interview Application/Interview
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