

Fundraising and Development Officer

Location: Old Street, London

Accountable to: Communications and Fundraising Manager

Hours: 5 days per week

Salary: £30,000 (to be reviewed annually)

Length of contract: Permanent

Job Description

Main purpose of role

To develop Women for Refugee Women's (WRW) income from individual donors and build strong relationships with donors, as well as contributing to WRW's overall fundraising strategy and operations.

Responsibilities

Income generation from individuals

- Sustain and grow income from individual donors in line with agreed targets;
- Identify and research potential donors for WRW and work alongside the Director and Communications and Fundraising Manager to develop relationships with potential donors;
- Ensure all fundraising activity is in keeping with the Fundraising Regulator's Code of Fundraising Practice and is compliant with fundraising regulations;
- Ensure all fundraising activity is in keeping with WRW's values and guidelines and that refugee women are centred and protected in all communications activities.

Donor engagement and stewardship

- Work with the Communications and Fundraising Manager to develop a donor journey that encourages long term support from individuals;
- Process individual donations, including recording donations, thanking supporters in a timely fashion and responding to ad hoc supporter queries;
- Ensure high quality ongoing communication to maintain and develop supportive relationships with potential and existing donors, which will lead to an increase in longer term individual giving;
- Organise occasional engagement events for supporters of WRW;
- Contribute to and proofread appeals, marketing materials and digital content;
- Support individual members of the public in their initiatives to raise funds for WRW.

Donor data management

- Ensure that individual donor contacts and activity are accurately recorded on our donor database (Salesforce);

- Work alongside the Communications and Fundraising Manager and Office Manager to ensure that all personal data is gathered, held, and used in-line with relevant data protection regulations;
- Support other staff members to confidently use Salesforce within their work.

Trusts, foundations and corporate support

- Support the Director on making funding applications to trusts and foundations;
- Support the Director in reporting to trusts and foundations, for instance working alongside her in checking monitoring data, proofreading reports and ensuring they are uploaded to trusts' websites;
- Work with the Communications and Fundraising Manager and Director to implement the corporate fundraising policy so that WRW can respond appropriately to fundraising approaches by companies.

Strategy

- Contribute to the development of the organisational fundraising strategy, with a specific focus on individuals;
- Work with the Communications and Fundraising Manager to plan, implement and measure impact of donor engagement strategies;
- Support the Communications and Fundraising Manager to start a fundraising working group of volunteer advisors, who will act as a sounding board for new fundraising initiatives and open doors to new income streams;
- Regularly report on fundraising outputs or the impact of particular fundraising initiatives to the staff and trustees;
- Keep up-to-date with trends in fundraising opportunities and best practice and recommend changes in our funding strategies;
- Contribute to the general morale and direction of WRW by participating in team meetings, helping to support other staff in their work and contributing ideas and feedback across the whole organisation.

Other

- To undertake such other duties and responsibilities as the Communications and Fundraising Manager and Director may from time to time request. WRW is a small team and all staff are occasionally called upon to support the work of others.

Terms and conditions

This is a permanent job. You will be based in our central London office. This job may involve some evening and weekend work where events are involved.

WRW is a small organisation working in a challenging area, and all staff are expected to work flexibly on a variety of initiatives and tasks. This job description will be reviewed annually with the post holder to reflect agreed permanent changes in roles and responsibilities. The job description or lines of reporting might also be revised if changes in organisational funding or strategy necessitated changes in the terms and conditions of employment.

At WRW, every team member is valued, and everyone is supported to carry out their role effectively. We encourage staff members to take up training opportunities to develop their skills, all staff members are able to access individual counselling support if desired, and we enable staff members to work flexibly, including the potential to work some of their hours from home, according to individual preferences. We try to ensure that WRW provides a supportive environment where individuals can grow and develop their roles in line with our values and vision.

Fundraising and Development Officer

Person specification

Essential

- Excellent communication and administration skills;
- Ability to work calmly in a busy working environment with competing demands on your time;
- Experience of organising fundraising events;
- Experience of working at a charity or other non-profit organisation;
- Experience of running appeals and developing fundraising materials;
- Experience using a donor management database/CRM, preferably Salesforce, and supporting others in using it effectively;
- Experience of building strong and effective relationships with existing donors and potential supporters;
- Ability to write persuasive content to encourage support;
- High standard of computer literacy (Microsoft Word, Outlook, Excel, PowerPoint, databases);
- Understanding of fundraising from trusts and foundations;
- Understanding of data protection regulations;
- Commitment to the values and vision of WRW.

Desirable

- Up-to-date understanding of refugee issues and in particular the issues affecting refugee women in the UK;
- Competence using e-newsletter and social media platforms (e.g. Mailchimp and Hootsuite).

WRW particularly welcomes applications from individuals with experience of migration or seeking asylum.

How to apply:

To apply, please write to joinus@refugeewomen.co.uk by 11pm on 10 December 2019 with:

- Your CV;
- A covering letter explaining why you want to work with WRW and how you meet the person specification;
- A one page document representing a new 'Fundraise for Us' page for our website, encouraging individuals to fundraise for Women for Refugee Women.

Interviews will be held on 14 January 2020 in central London, and only shortlisted candidates will be contacted.