

JOB DESCRIPTION

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| **JOB DETAILS**  |
| **Job Title**  | Fundraising Officer |
| **Reports to**  | Fundraising Manager |
| **Band**  | Band 5  |
| **Department/Directorate**  | Fundraising/Strategy |

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| **JOB PURPOSE**  |
| As fundraising officer, you will play a key role in fundraising campaigns across all charitable funds as directed by the Head of Fundraising.You will be responsible for the day-to-day correspondence and communication with donors and supporters of the charity, arranging events and exploring new ways to encourage donations and support for the charity. You will be required to represent the Over and Above charity at public events, which may involve accepting cheques and public speaking. We will require all fundraising to comply with financial regulations and our existing charitable funds accounting systems. A full driving licence and use of a car is required for this position as you will be required to travel across our catchment area, working with local companies, staff, volunteer networks and donors, as well as developing fundraising initiatives, and appropriate activities and events. |
| **KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES** |
| **Main duties and responsibilities:*** To lead and develop charitable funds and corporate fundraising initiatives.
* To empower and encourage NHS staff to fundraise.
* Ensure all relevant gift aid opportunities are maximised.
* To lead the preparation, planning and execution of events and campaigns with responsibility for setting and managing the accompanying budget.
* To explore every avenue for generating donor income and legacies to the Trust.
* To be accountable for ensuring all donations received to the charity are processed in accordance with Trust policies and charity law.

**Donor care and support:*** To provide supporters with a high-level supporter journey and to ensure that they are professionally handled at all times.
* Preparing, on request, reports on the use of charitable funds for potential donors or corporate partners.
* Respond to requests for fundraising resources and general information.
* Providing a responsive telephone and email answering service.
* To be accountable for ensuring all donations received by the Fundraising Office are processed in accordance with the charitable funds policy.
* Managing and updating the donor contact database on the charities CRM.

**Donor recruitment:*** Continue to build and maintain relationships with donors including patients, relatives, corporations and charitable organisations communicating in person, in writing, by telephone and by making external presentations to current and potential donors.
* Continue to give presentations to public and groups on behalf of the Trust.
* Research possible ‘big gift’ donors, building and developing on-going relationships as appropriate.
* Ensure a proactive approach to fundraising including: employee fundraising, sponsorship, philanthropic donations, charity of the year and payroll giving.
* Maximise networking opportunities.

**Communication (internal):*** Build and maintain effective relationships with members of staff at all levels throughout the Trust, gaining their co-operation in channelling all fundraising activities via the fundraising office to ensure a co-ordinated and planned approach exists with regard to donor communication.
* To raise awareness of, publicise and encourage staff participation in fundraising activities.
* At the launch of all fundraising campaigns, work in partnership with clinical staff to maximise fundraising opportunities.
* Work with the Head of Fundraising and Fundraising Manager on developing fundraising plans and other team objectives directed as directed by the Head of Fundraising.

**Communication (external):*** Conduct public relations activities and spokesperson duties on behalf of the appeal.
* To work with the Marketing and Communications Officer to develop communications plans to support each event or campaign to maximise the awareness of the appeal and possible donations.
* To provide support and communicate with individual fundraisers and donors who may be patients or bereaved relatives.
* Represent the Trust and support managers and clinicians in discussions with charities regarding specific and larger donations and appeals.
* Ensure that all fundraising activities are sensitive to the environment in which we work at all times.

**Administration and Governance:*** Ensure that the administration to support the Trust’s fundraising efforts is professional and slick. This includes answering the telephone, administering the donor database, writing correspondence, organising events, processing administration, supporting volunteers and liaising with suppliers.
* Sometimes responsible for banking monies received using the Trust’s governance procedures and fundraising database.
* Co-ordinate various fundraising campaigns and events with guidance from the Fundraising Manager.
* Assist and attend when necessary various fundraising events to help promote the work of the charity. Occasional events maybe outside normal working hours.
* Adhere to Standard Financial Instructions and Finance procedures to comply with charity law.
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| **KEY WORKING RELATIONSHIPS**  |
| Areas  of  Responsibility: The post holder is required to deal effectively with staff of all levels throughout the Trust, the wider Healthcare community, patients, external organisations and the public. This will include verbal, written and electronic media.Of particular importance are working relationships with:

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| **Internal to the Trust**  | **External to the Trust**  |
| * Marketing, Communications and Engagement Teams
* Senior Management Teams
* Executive Directors and Board Members
* Clinical Staff
* Charitable Funds Committee
* Administration and secretarial teams across the Trust
 | * Donors, supporters and sponsors
* Other charitable organisations
* External NHS organisations
* External organisations/providers
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| **ORGANISATIONAL CHART**  |
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| **FREEDOM TO ACT**  |
| The postholder is required to manage their own workload, within the team environment and will be expected to act independently, following internal procedures and processes for sign-off and escalation. |
| **COMMUNICATION/RELATIONSHIP SKILLS**  |
| Ability to convey specialist, technical or complex information in Plain English to different audiences, both verbally and in writing, with an understanding of the working relationships between the charity, the Trust and external partners, excellent communication skills with an attention to detail and accuracy; trusted with sensitive and confidential information and aware of political, legal and wider perspectives and interests.The postholder will be expected to cultivate good working relationships with external bodies and individuals. This includes finding appropriate ways to encourage donations and support from these groups. |
| **ANALYTICAL/JUDGEMENTAL SKILLS** |
| The postholder will have significant autonomy in the delivery of the above and be responsible for their professional actions. Postholder is expected to work within set guidelines but act on own initiative to develop and improve their areas of service responsibility in order to improve chartable effectiveness and maintain quality services.Must be able to work with a range of individuals and information, some of it sensitive or confidential, and decide how best to present that information to external audiences.  |
| **PLANNING/ORGANISATIONAL SKILLS** |
| Professional telephone and interpersonal skills and manner at all times. As a principal point of contact for external stakeholders and donors, the postholder must prioritise and manage their workload. The postholder will organise campaigns, events and media opportunities, sometimes at short notice. |
| **PATIENT/CLIENT CARE**  |
| The postholder will be required to advise stakeholders and members of the public on their involvement with any fundraising activity relating to the Trust and respond to their queries. |
| **POLICY/SERVICE DEVELOPMENT**  |
| The postholder will be required to follow fundraising and finance policies and procedures. |
| **FINANCIAL/PHYSICAL RESOURCES**  |
| The postholder will be required to follow Trust policy and guidance when ordering services with a commitment to good value for public money. |
| **HUMAN RESOURCES**  |
| The postholder will be required to uphold the Trust Values by demonstrating them in your day to day work and recognising staff who uphold them in their interactions with other staff, patients and service users. |
| **INFORMATION RESOURCES**  |
| The postholder will ensure compliance with GDPR and information governance policies in the storing, use and destruction of all donor records and personal information. |
| **RESEARCH AND DEVELOPMENT**  |
| The post holder may be required to undertake or assist in surveys and audits within the scope of the role. |
| **PHYSICAL SKILLS** |
| The post holder will require driving skills or access to an appropriate means of transport to travel to events and sites across Devon. The post holder may have to travel to Trust sites as required by their duties.To facilitate flexible working, the post holder will be required to carry a laptop computer (approx. 3kg). |
| **PHYSICAL EFFORT** |
| * Frequent use of computers and Microsoft Teams.
* Frequent manual handling at fundraising events, to include erecting charity gazebo, carrying weights and other fundraising materials.
* Frequent periods of walking around site to visit wards and departments.
* Regular travel between sites and to meet supporters.
* Frequent standard driving skills are needed to drive within and external to the Trust to attend meetings and visit wards and departments.
* Frequent requirement to carry documents to meetings due to cross-site working.
* Able to work unsociable hours – to attend events out of hours
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| **MENTAL EFFORT** |
| * Post requires extended periods of concentration.
* Ability to reassess priorities in an ever-changing environment.
* Frequent requirement to prioritise and reprioritise workload to meet deadlines.
* Absorb and retain large quantities of diverse information and make connections.
* Participate in a wide range of meetings.
* Frequently changing work patterns and demands due to organisation and team needs.
* Flexibility of hours to respond to service pressures.
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| **EMOTIONAL EFFORT** |
| The postholder will sometimes have to respond to difficult organisational circumstances, sometimes dealing with people who are in the midst of distressing or emotional events.   |
| **WORKING CONDITIONS** |
| * Hybrid model with some remote working and some site-based working.
* Uses display screen equipment for a substantial proportion of the day.
* Average office conditions when on site but frequent requirement to use transportation across Trust sites.
* The post holder may be subject to verbal aggression and potentially distressed people.
* To meet the needs of the service, the post holder may be required to work in other areas as appropriate as directed by the line manager.
* The role will require occasional evening and weekend work to support fundraising events and to monitor content on our social media channels.
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| **OTHER RESPONSIBILITIES**  |
| Take part in regular performance appraisal.Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling.Contribute to and work within a safe working environment.You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection.As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust’s disciplinary policy) up to and including dismissal.You must also take responsibility for your workplace health and wellbeing:* When required, gain support from Occupational Health, Human Resources or other sources.
* Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
* Follow the Trust’s health and wellbeing vision of healthy body, healthy mind, healthy you.
* Undertake a Display Screen Equipment assessment (DES) if appropriate to role.
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| **GENERAL**  |
| This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.  |

PERSON SPECIFICATION

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| **Job Title** | Fundraising Officer |

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| **Requirements** | **Essential** | **Desirable** |
| **QUALIFICATIONS / TRAINING:**Educated to Degree standard or Diploma qualification in relevant subject, or equivalent experience.Proven ability/experience of using a range of Microsoft/IT packages.Working towards Institute of Fundraising accreditation or certificate in fundraising management or at least 2 years fundraising experience.Full UK Driving Licence | **E****E****E****E** |  |
| **KNOWLEDGE/SKILLS**Complete familiarisation with Charity Commission, Institute of Fundraising and Data Protection guidelines.Evident practical experience with one of more of major gifts, event organisation, corporate or community.Proven track record in raising funds to meet financial targets.Maintaining CRM databases of contacts and concepts of GDPR and data protection laws.Experience of setting, implementing and monitoring fundraising strategies. Effective communication skills at all levels – capable of representing the Trust both internally and externally, ability to influence, persuade, negotiate and network with confidence  | **E****E****E****E****E****E****E** |  |
| **EXPERIENCE** Proven experience within fundraising environment or equivalent commercial experience.Proven track record in raising funds to meet financial targets.Events management experience.Proven experience of delivering high impact presentations to a variety of audiences. | **E****E****E****E** |  |
| **PERSONAL ATTRIBUTES:**Enthusiastic, highly motivated & committed to delivering a service.Creative flair and innovate approach to work.Ability to work efficiently in a team environment and take direction.Able to plan and organise workload.Empathetic, but able to understand professional boundaries.Smart appearance, adhering to the Uniform Policy.Commitment to continual development to include relevant new systems, policies and procedures.Adheres to relevant Trust policies & procedures.Adheres to confidentiality & data protection requirements. | **E****E****E****E****E****E****E****E****E** |  |
| **OTHER REQUIREMENTS** The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust. Own transport required.Ability to travel off-site and to other locations as required. | **E****E****E** |  |

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|  | **FREQUENCY****(Rare/ Occasional/ Moderate/ Frequent)** |
| **WORKING CONDITIONS/HAZARDS** | **R** | **O** | **M** | **F** |
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| **Hazards/ Risks requiring Immunisation Screening** |  |  |  |  |
| Laboratory specimens | N |  |  |  |  |
| Contact with patients | Y |  |  |  |  |
| Exposure Prone Procedures | N |  |  |  |  |
| Blood/body fluids | N |  |  |  |  |
| Laboratory specimens | N |  |  |  |  |
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| **Hazard/Risks requiring Respiratory Health Surveillance** |  |  |  |  |  |
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| Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate) | N |  |  |  |  |
| Respiratory sensitisers (e.g isocyanates) | N |  |  |  |  |
| Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel) | N |  |  |  |  |
| Animals | N |  |  |  |  |
| Cytotoxic drugs | N |  |  |  |  |
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| **Risks requiring Other Health Surveillance** |  |  |  |  |
| Radiation (>6mSv) | N |  |  |  |  |
| Laser (Class 3R, 3B, 4) | N |  |  |  |  |
| Dusty environment (>4mg/m3) | N |  |  |  |  |
| Noise (over 80dBA) | N |  |  |  |  |
| Hand held vibration tools (=>2.5 m/s2) | N |  |  |  |  |
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| **Other General Hazards/ Risks** |  |  |  |  |
| VDU use ( > 1 hour daily) | Y |  |  |  | X |
| Heavy manual handling (>10kg) | Y |  | X |  |  |
| Driving | Y |  |  |  | X |
| Food handling | Y | X |  |  |  |
| Night working | N |  |  |  |  |
| Electrical work | N |  |  |  |  |
| Physical Effort  | Y |  | X |  |  |
| Mental Effort  | Y |  |  | X |  |
| Emotional Effort  | Y |  |  | X |  |
| Working in isolation | Y |  | X |  |  |
| Challenging behaviour | Y | X |  |  |  |