

## JOB DESCRIPTION

<b>TITLE:</b>	Senior Fundraising Officer
<b>GRADE:</b>	4
<b>DEPT/TEAM:</b>	Marketing and Fundraising Communications Team
<b>REPORTING TO:</b>	Marketing Manager

### RESPONSIBLE FOR:

- Fundraising Officer
- Fundraising Assistants

### OBJECTIVES OF THE POST:

- Responsible for providing fundraising insights, proposing fundraising targets and input into the overall Marketing and Fundraising Communications strategy for Comic Relief core campaigns.
- Responsible for developing and delivering fundraising resources and plans that maximize fundraising income to meet the objectives of the Marketing and Fundraising Communications strategy.

### DUTIES:

#### 1. FUNDRAISING STRATEGY AND PLANNING

- Work with the Marketing Manager, the Heads of Marketing and Fundraising and the Marketing Director to agree overall fundraising targets for core Comic Relief campaigns
- Work with the CRM team to provide appropriate input around fundraising insights to the Marketing and Fundraising Communications strategy as driven by the Marketing Manager
- Use audience insight and research to plan the development of fundraising mechanics, ideas and resources aimed at the general public and at specific agreed audiences eg people at work
- Responsible for the development and delivery (or overseeing delivery) of tools, mechanisms and incentives across on and offline channels ensuring all communication is audience focused, will maximize value and deliver a high return on investment.
- Responsible for ensuring that the online fundraising system maximizes value and addresses audience needs in a clear and simple way
- Maintain an up to date insight into developments in voluntary sector fundraising campaigns and the relevant economic factors and feed into research requirements and use this understanding to inform overall plans
- Ensure that all fundraising communications activities are fully compliant with the requirements of FRSB, IoF, Charity Commission and other regulatory bodies
- Oversee the delivery of all fundraising plans to meet objectives and targets

#### 2. BRIEFING

- Work closely across the fundraising department and with creative teams to come up with original, inspiring and effective ideas for fundraising by the general public and specific mass audiences
- Responsible for developing and writing and feeding into inspiring, clear and insightful creative briefs relating to fundraising materials and online mechanics

- Work closely with the creative teams to ensure our output is of the highest creative standard

### 3. DIGITAL/WEBSITE AND ONLINE FUNDRAISING SYSTEMS

- Responsible for driving the delivery of an online fundraising system to maximize fundraisers value and meet online fundraising targets to ensure an integrated and optimized user experience
- Responsible for the delivery of online fundraising mechanics and resources through campaign websites
- Work with the Future Media and Technology team to drive the business requirements for the organisation's future online fundraising mechanics and their delivery
- Ensure that all online fundraising activity is integrated smoothly with the overall marketing campaign and is targeted and tailored to our audiences.
- Maintain and manage effective partnership relationships with external fundraising partners such as Virgin Money Giving and Just Giving

### 4. PUBLIC ENQUIRIES AND CUSTOMER INTERFACES

- Overall responsibility to ensure that adequate systems and policies exist in order to handle a high volume of public enquiries with appropriate levels of customer care and professionalism
- Dealing with complaints in line with FRSB and CR policies
- Work with the CRM Manager to ensure that systems and processes are in place to effectively maintain relationships and information about fundraisers
- Oversee the collection of public stories to be used in campaign materials
- Ensure that Fundraising Agreements with key fundraisers are managed in an appropriate way, adhering to internal policies

### 5. LEADERSHIP AND MANAGEMENT

- Line management of Fundraising Communications Officer and team as appropriate
- Take full responsibility for developing the potential of team members ensuring they have regular support, supervision and appraisal sessions.
- Represent the Marketing team in relevant meetings to ensure that our audiences and their fundraising needs are at the heart of decision-making

### 6. OTHER

- Undertake any relevant work as delegated by Marketing Manager
- Share Comic Relief's philosophy, participate as a full member of the Comic Relief team and support all its activities.
- Being aware at all times of the Comic Relief Promise and investigating opportunities to 'blag' to reduce Comic Relief's costs

PERSON SPECIFICATION FOR: SENIOR FUNDRAISING OFFICER

Grade: 4

<b>EXPERIENCE</b>	<b>WHY</b>	<b>IMP.</b>	<b>App</b>	<b>Int</b>	<b>Test</b>	<b>Test Format</b>
Substantial experience of fundraising with the mass public in a high profile organisation	Must be able to bring strong and credible fundraising insights	Ess.	√			
Strategic development and delivery of strategic plans	Research and develop strategy plans and ideas to deliver our core fundraising campaigns. Deliver against agreed plans/timetable and ensure plans are successfully implemented.	Ess.	√			
Experience of on-line fundraising mechanics.	To grow income from this type of fundraising	Ess.	√		√	
Managing external relationships especially with members of the public.	To handle enquiries from the public, develop and maintain long standing relationships with outside agencies/ individuals while researching and nurturing new relationships and ensuring systems are in place to manage them.	Ess.	√			
Staff Management	To manage Fundraising team	Ess	√			
A track record of developing innovative fundraising campaigns across all media	Comic Relief works across all media.	Ess.	√			
Track record in project management with experience of balancing creative aspirations with limited financial resources	Comic Relief is an ambitious charity with finite resources.	Ess.	√			
Experience of commissioning and getting the best out of creative teams.	Will brief the Creative teams in the delivery of fundraising communications material.	Ess.	√			
<b>JOB SKILLS</b>	<b>WHY</b>	<b>IMP.</b>	<b>App</b>	<b>Int</b>	<b>Test</b>	<b>Test Format</b>
Analytical Skills	To track and assess the success of any activity against targets	Ess.	√			
Attention to detail	Able to produce work, which is consistently accurate, which makes sense	Ess.				

	and which fits the purpose for which it was intended.					
Budget Management	Manage budgets on an ongoing basis to ensure all projects are implemented within budget.	Ess.				
Communication Skills – oral	Needs to be able to represent Comic Relief with confidence and clarity	Ess.				
Communication Skills – written	For writing reports and other fundraising related materials.	Ess.				
IT literacy in MS Windows and MS Office	Is able to create and edit documents using word processing or spreadsheet software, and to store and retrieve them on the network. Is able to use e-mail, an electronic calendar and the Internet effectively.	Ess.				
Customer Care	Needs to be able to ensure that members of the public are dealt with professionally					
Motivational Skills	Must be able to inspire supporters and own team with a commitment to make Comic Relief campaigns a success.	Ess.				
Project Management	To manage multiple and challenging projects effectively.	Ess.				
Presentation Skills	To be able to make persuasive presentations to staff and external parties.	Ess.				
Problem Solving	Must have the ability to work under pressure, handle sensitive issues and develop to tight deadlines	Ess.				
Relationship Management	To build new and maintain existing relationships with key contacts.	Ess.				
Research	To carry out research as appropriate within budget. To identify the top supporters for the organisation.	Ess.				

Risk awareness	Before acting, considers the consequences of what they do on their work, their colleagues and on Comic Relief as a whole.	Ess				
Staff Management and Development	To recruit and manage Fundraising team.	Ess.				
Strategic Planning	To carry out research as appropriate within budget and to evaluate effectiveness of marketing materials and techniques	Ess.				
Time Management	Can be relied upon to turn up for work on time. Able to prioritise work in order to get important tasks completed by the appropriate deadline. Allows sufficient time to prepare for important events or meetings. Seeks support when demands outweigh the available time.	Ess.				
<b>KNOWLEDGE</b>	<b>WHY</b>	<b>IMP.</b>	<b>App</b>	<b>Int</b>	<b>Test</b>	<b>Test Format</b>
An understanding of Diversity	In order to promote diversity throughout the organisation	Ess.		√		
Some knowledge of the issues funded by Comic Relief	To make a persuasive argument in support of the work we do.	Des.		√		
<b>QUALIFICATIONS / OTHER REQUIREMENTS</b>	<b>WHY</b>	<b>IMP.</b>	<b>App</b>	<b>Int</b>	<b>Test</b>	<b>Test Format</b>
Willing to work long hours on occasions	To meet tight deadlines.	Ess.		√		