



Registered charity 1043603

Senior Fundraiser

Job Description and Personal Specification

Line Manager	Fundraising Manager
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Permanent, three days (21 hours) per week
Salary	DOE

Summary of Role

Work for The Grand Appeal and you'll do more than just a job. The work we do really makes a difference and, together, we have the power to change lives.

As the Bristol Children's Hospital Charity, we're there every step of the way for sick children and their families. From the moment a child arrives at the hospital, our support workers offer comfort and advice; we give parents and siblings a free, comforting place to stay; provide daily music therapy sessions and arts and play activities; and fund the pioneering equipment and research that save lives.

We're a multi-award winning organisation, providing a wide range of support to patients, families and staff in Bristol Children's Hospital. We work on a local, regional and national level to raise money and engage with a range of fundraisers and partners in support of our cause and to build our brand.

But that's not all - we do more than you think, working across the fundraising, retail, commercial, and operations and services industries. We also run the most successful charity arts trails in the world through Gromit Unleashed, engaging fans in Bristol, the UK, and around the world with truly innovative fundraising events. Whether we are delivering life-changing projects or creating new fundraising concepts, we are constantly developing creative ways to raise more money to help more children.

As one of Bristol's most loved charities with significant local and international impact, The Grand Appeal is now at an exciting stage. Having generated over £50 million to support the hospital, and dedicated to continuous growth, there is an opportunity to join our team in a new Senior Fundraiser role.

You will be a first-class creative fundraiser with a strong track record of championing and managing a busy portfolio of activities under pressure. You will work with the Fundraising Manager in investigating, developing, leading and implementing new fundraising products

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and initiatives across the charity.

You will work alongside the Senior Community Fundraiser and together you will drive supporter satisfaction through all fundraising activities. You will have a warm and engaging personality, who thrives on meeting and inspiring the public. You will also be compassionate and able to converse with families in difficult situations and guide their fundraising appropriately.

You will be a talented and highly motivated individual, keen to use your fundraising skills to deliver income for The Grand Appeal. A conscientious and dedicated professional, you will be an exemplary fundraiser with a proven track record in delivering objectives and exceeding targets. You will have a minimum of five years' experience in fundraising.

Key tasks and responsibilities

Plan and deliver special projects within the fundraising strategy

- Responsible for specific fundraising projects agreed with the Fundraising Manager.
- Create, develop and implement programmes of activity which are coherent, engaging and aligned to the fundraising strategy.
- Prepare and present fundraising activity evaluation reports, including reporting against financial and non-financial KPIs and trends.
- Identify opportunities to raise awareness of the charity and attend networking events.
- Maintain knowledge of all products offered by the fundraising team, including lottery and events so that opportunities for cross-promotion are utilised.

Engage and motivate charity supporters

- Manage mid to high-value fundraisers, forging strong relationships through high-quality customer care, optimising opportunities for increased support and encouraging long-term engagement.
- Represent the charity at external events, primarily in the Bristol area but also throughout the South West and South Wales, delivering inspiring talks and presentations to a diverse community base.
- Attend photo shoots and press opportunities to help maximise media exposure.

Marketing and Communication

- Work in partnership with Marketing and Communication to maximise promotional opportunities.
- Ensure the fundraising sections on website are maintained to provide engaging and up-to-date information and functionality.
- Ensure fundraising activities are effectively promoted across multiple print and digital channels, securing case studies where appropriate.

Other tasks

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- Keep abreast of charity law and fundraising developments across the charity sector and abide by the Charities Act, Fundraising Regulator, Institute of Fundraising Code of Practice, Gambling Commission and General Data Protection Regulation.
- Carry out other tasks and duties as required, to support colleagues in the wider fundraising team.

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service. All job descriptions are non-contractual and give a sense of the broad scope of the role and so include a level of flexibility. Whilst they list some key tasks there will also always be tasks that arise and which can be reasonably expected of the role.

The Grand Appeal is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults, and as such expects all staff and volunteers to share this commitment. The selected candidate will be appointed subject to a DBS check.

Personal Specification

E = essential D = desirable

Experience and knowledge

Importance	Criteria	Assessment
E	Minimum of five years' fundraising experience, including community and events	Application Interview
E	Success in a project/delivery management role	Application Interview
E	Proven experience of increasing income from marketing/fundraising activity	Application Interview
E	Proven experience of identifying new opportunities and planning new activities	Application Interview
E	Experience in cultivating supporters	Application Interview
E	Experience managing and motivating staff and volunteers	Application Interview
E	Experience of maximizing potential of supporter database	Application Interview
E	Experience of undertaking projects independently and seeing projects through to completion	Application Interview
E	Thorough understanding of fundraising legislation, principles and practices, Gift Aid and General Data Protection Regulation	Application Interview
E	Thorough understanding of health, safety and legal requirements of fundraising events	Application Interview

Skills and abilities

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Importance	Criteria	Assessment
D	Educated to degree level or equivalent	Application
E	GCSEs (or equivalent) Maths, Science, English A-C	Application
E	Commitment to continuing professional and personal development	Application
E	Empathy with the aims, objectives and activities of the charity	Application Interview
E	Excellent oral and written communications skills with ability to deliver presentations to a wide ranging audience	Application Interview
E	Excellent interpersonal skills with ability to build and maintain relationships, influence and negotiate a wide range of people	Application Interview
E	Advanced IT skills; confident in the use of Microsoft Office, CRM databases	Application Interview
E	Excellent analytic skills to evaluate and report on fundraising activities	Application Interview
E	Results, deadlines and outcomes driven	Application Interview
E	Excellent organisational and time-management skills with the ability to prioritise conflicting demands whilst maintaining accuracy and attention to detail	Application Interview
E	Ability to work as part of a flexible team and to contribute to group and individual targets	Interview
E	Self-motivated, able to use initiative and work with minimal supervision	Interview
D	Basic awareness of hospital fundraising within the UK	Interview
E	An approach to mirror our values: supportive, professional, collaborative, creative and confident	Assessment process

Other requirements of the role

Importance	Criteria	Assessment
E	Prepared to travel to events and work outside of normal working hours. TOIL will be provided in most circumstances.	Application
E	Car owner and full UK driving licence	Application

Please complete the CV Cover Sheet below and send along with your CV and covering letter, stating why you think you would be suitable for this role.

Closing date for applications is 9am on Monday 10th December, with interviews being held on 17th & 18th December.

Please return your completed application to jobs@grandappeal.org.uk

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CV COVER SHEET

Name: _____

Job applied for: _____

Relevant skills and experience: (700 words max.)

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What makes you the ideal candidate for this role? (700 words max.)

Current employer/role/length of contract:

Current salary/notice period length:

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Salary expectations £ _____

How did you hear about the vacancy? _____

Do you need a work permit to work in the UK? YES/NO

You must agree to the following data protection statement and to our privacy policy in order to process your application.

Signed: _____ Date: _____

Data Protection

Your data will be held in accordance with the General Data Protection Regulation.

The information you provide will be used to progress your application during the application process, if your application is successful, to administer your personnel record.

You consent to The Grand Appeal processing data relating to you for legal, personnel and administrative purposes and in particular to the processing of any sensitive personal data (as defined in the General Data Protection Regulation) relating to you, including in order to comply with legal requirements and obligations to third parties such as regulatory bodies and criminal records checking.

The Grand Appeal may make such information available to those who provide products or services to The Grand Appeal (such as advisers and payroll administrators), regulatory authorities and as may be required by law.

You can view our privacy policy at grandappeal.org.uk/privacy-policy

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