



Senior Fundraiser: Supporter Engagement/Individual Giving

Job Description and Personal Specification

Job Title	Senior Fundraiser: Supporter Engagement/Individual Giving
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Permanent - Full time/Part time (min 25 hours per week) Flexible/home working, with requirement to travel to the Bristol office
Salary	c. £30,000 (DOE) FTE
Line Manager	Director

Multi-award-winning Wallace & Gromit's Grand Appeal works in partnership with Aardman Animations to support Bristol Children's Hospital and the region's Neonatal Intensive Care Unit (NICU). We are seeking a talented individual to join our ambitious team to help deliver a multi-million-pound programme of investment in the children's hospital and NICU.

This is an exciting opportunity for an experienced Fundraiser to join our growing fundraising team. The successful candidate will be responsible for helping to design and implement new supporter acquisition, retention and development plans with a focus on growing reach, engagement and income across Individual Giving.

The role will be responsible for maximising income through targeted communications both through online and offline channels. We know that data is the catalyst to a successful programme, so the successful candidate will have broad knowledge of Raiser's Edge (or a similar fundraising database), as well as experience of growing the lifetime value of new and existing supporters and donors.

There will be the opportunity to lead on new projects, whilst working collaboratively with the talented fundraising and communications teams to develop the supporter experience, with the aim of building long term commitment to the charity. The successful candidate will have experience in individual giving and will have bags of initiative as well as being a strong team player, able to work autonomously bringing new ideas and fresh energy to our strategy.

The candidate will share the team's vision to grow and develop our income and supporter base across the wide portfolio of activity. You will bring imagination, resourcefulness and enthusiasm to help us realise our vision of continued income growth and income generation diversification.

In addition to a competitive salary, we offer employees a comprehensive benefits package including a pension scheme, medical benefits, and generous annual leave. Flexible home working will be combined with visits to the Bristol based office. Grand Appeal HQ is located opposite the Bristol Children's Hospital, close to the beautiful Bristol Harbourside and the range of shops in Cabot Circus.



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The Grand Appeal offers a dynamic, supportive and rewarding workplace for over 40 staff. The bedrock of our organisation is its strong team culture in which all staff play an important part. If this sounds like the right workplace culture for you, you have the required skills and experience, and you are looking for a new challenge, get in touch. Work for The Grand Appeal and you'll do more than just a job. The work we do really makes a difference to sick children, their families and the staff who care for them 24 hours a day, 7 days a week. Together, we help save lives.

Key tasks and responsibilities

- Analyse, plan and develop the current engagement programme for existing donors, to retain and re-activate supporters
- Develop new fundraising ideas as part of the Individual Giving programme to generate income, working strategically to target specific audiences to complement our existing activity
- Work collaboratively with the fundraising team to deliver a high-quality experience to all donors including where appropriate donor communications and marketing materials to drive forward the Individual Giving programme
- Work to measurable KPIs and income targets
- Work collaboratively with the Marketing and Communications team to maximise online and offline support and donor communications
- Brief and liaise with suppliers for direct mailing campaigns, reviewing and arranging approval from key staff ready for print
- Continually evaluate activity across Individual Giving income streams and respond to trends or challenges
- Responsibility for the operation of the Lottery and compliance with relevant legislation
- Use Raiser's Edge database to analyse support and steward supporters, ensuring data entered is accurate. Help to implement new data reporting procedures to drive the success of the Individual Giving programme
- Contribute to the fundraising department activities, sharing new ideas and supporting income generation and promote positive team-working.
- Contribute to the legacy strategy working closely with the SMT.
- Understand data protection requirements for direct marketing including any changes to GDPR

Other tasks

- Keep abreast of governance requirements pursuant to all communications /marketing activity including but not limited to the Charities Act, Fundraising Regulator, Institute of Fundraising Code of Practice, Gambling Commission and General Data Protection Regulation
- Undertake mandatory training as required by the charity.
- Carry out other tasks and duties as required, to support colleagues across the organisation

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 Charity. All job descriptions are non-contractual and give a sense of the



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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.

Personal Specification

E = essential D = desirable

Experience and knowledge

Importance	Criteria	Assessment
E	Experience of working in supporter development / individual giving fundraising and developing a diverse portfolio of new and existing donors and supporters	Application Interview
E	Experience of developing an effective supporter journey programme to maximize donor lifetime value and ROI	Application Interview
E	Excellent relationship management skills including new donor acquisition and existing donor retention and growth	Application Interview
E	Experience in preparing new tactics to recruit, engage and retain donors/supporters	Application Interview
E	Track record of success in engaging longstanding relationships	Application Interview
E	Excellent analytical skills with the ability to spot opportunities through data analysis	Application Interview

Skills and abilities

Importance	Criteria	Assessment
E	Empathy and passion for the aims, objectives and activities of the charity	Application Interview
E	Good IT skills; confident in the use of Microsoft Office, CRM databases i.e Raisers Edge	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	Excellent verbal and written communications skills with ability to build and maintain relationships	Application Interview
E	Ability to work both autonomously and as part of a flexible team and to contribute towards wider objectives	Interview
E	Energetic, self-motivated and able to use initiative	Interview



E	An enthusiastic self-starter with a positive can-do attitude with the drive to maximise income	Application interview
E	Strong working relationships with colleagues and volunteers and the shared vision for our fundraising and Appeal team	Application Interview
E	Alignment with our values of being supportive, professional, collaborative, creative and confident	Application Interview
D	Project management experience	Application Interview

Other requirements of the role

Importance	Criteria
E	Prepared for occasional travel to events and work outside of normal working hours. TOIL will be provided in most circumstances
E	Take responsibility for being up to date with, and adherence to, current policies, procedures and relevant legislation
E	Co-operate and support the wider team, undertaking appraisals and personal development through annual reviews. Undertake mandatory training as required by the charity
D	Driver/Car Owner

How to Apply

Send your completed application form and a copy of your CV to jobs@grandappeal.org.uk

The closing date for applications: This is a rolling vacancy which will be closed when a suitable applicant is appointed.

For informal discussions please contact Nicola Masters at hello@grandappeal.org.uk



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Application Form

Name:

Job applied for: Senior Fundraiser: Supporter Engagement/Individual Giving

Relevant skills and experience: (700 words max.)



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



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How did you hear about the vacancy? _____

Salary expectations for this role:

Current notice period length:

Do you need a work permit to work in the UK?

Interview availability

Current Holiday or other commitments we should be aware of:

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

You must agree to our data privacy policy ([link below](#)) and the following data protection statement to progress 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 during the application process and will be kept on file for up to six months. If your application is successful, it will be kept on file for six years and will be used to set up your individual staff record. We may share your data in order to comply with legal requirements and obligations to third parties such as regulatory bodies and criminal records checks.

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

To Apply: send your completed application form and a copy of your CV to jobs@grandappeal.org.uk



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