

The Sickle Cell Society Job Description



*Information, Counselling
and Caring for those with
Sickle Cell Disorders
and their families*
Charity Reg: 104 6631
Company Reg: 284 0865
www.sicklecellsociety.org

Job Title:	Fundraising and Database Officer
Hours:	35 hours per week Monday to Friday
Salary:	£29,500 - £31,000 (Plus NI & Pension)
Contract:	Permanent
Line Managed by:	Fundraising Manager
Responsible for:	Supporting the delivery of the fundraising strategy as a whole with emphasis on Community Fundraising and CRM management. If necessary, extensive online training available to suit ability.
Location:	Sickle Cell Society, 54-56 Station Road, London, NW10 4UA – Flexible work considered with at least one day per week (Monday or Wednesday) at Head Office in Willesden Junction.

Job Purpose:

To assist the Fundraising Manager in the delivery of the Sickle Cell Society's (SCS) Fundraising Strategy and on-going development to achieve its fundraising priorities and targets. An exciting and varied role we are seeking a strong team player, and someone with the confidence and initiative to help develop and grow charitable income. The post holder will be someone with a 'can-do' attitude and the enthusiasm to want to learn and get things done. We are a small, friendly and closely knit team of 20 skilled and highly committed staff and over 50 active volunteers.

The post-holder will work closely with the Fundraising Manager, and wider team to provide an engaging supporter journey and timely, efficient donor care to existing and new supporters of the Society. Responsible for helping the team meet our agreed income targets for celebratory giving, challenge events, community fundraising and corporate payroll giving initiatives.; the post-holder will be keen on developing their Fundraising career and interested in expanding their use of CRM databases, data management and the production of reports for effective donor stewardship.

You will be responsible for the membership and donors' database (Beacon) keeping up to date and reporting back on results, whilst ensuring data compliance and implementation of data. You will be highly proficient in the use of business IT systems in particular Microsoft Excel to analyse data, and you will also have at least one year's experience, or equivalent, in producing detailed and insightful reports.

The post-holder will be a confident communicator and collaborator with proven relationship building and creative and innovative fundraising skills. You will also support the development of our fundraising communications, monitoring performance across all channels driving best practice and income growth. You will generate and develop engaging fundraising communications and be responsible for your own copywriting, including thanking our wonderful donors via the most appropriate communication channels.

This varied role will give you the opportunity to further your fundraising skills across a broad range of income generating activities as well as build strong, professional relationships to benefit the SCS' charitable objectives.

About the Sickle Cell Society (SCS)

The Sickle Cell Society (SCS) is the only national charity in the UK that supports and represents people affected by a sickle cell disorder. We provide information, advice and support to enable people to improve their overall quality of life. Over 18,500 people in the UK have a sickle cell disorder, an inherited condition that predominantly affects people of Black African and Black Caribbean heritage; and to a lesser extent people of Mediterranean, Middle Eastern, South Asian and Central/South American heritage.

Key Responsibilities:

1.1. Individual Giving

- Support the Fundraising Manager to develop and implement our supporter journey and donor cultivation plan;
- Ensure all donors are thanked quickly and appropriately;
- Send out GiftAid declaration forms and process GiftAid claims;
- Promote one-off appeals, payroll giving, regular giving, In-memoriam giving, tribute fundraising and legacy giving;
- Manage, promote and administer external donation tools and partners such as, payroll giving and text donation.

1.2. Community Fundraising

- Support the planning and implementation of a series of new fundraising activities, events and collections, both within London and regionally. Attendance to some of these events might be required
- Be aware of community fundraising events organised by third parties and/or identify how SCS can best support such events;
- Provide timely information, advice and materials in response to enquiries from fundraisers (inc individuals, schools, churches, corporates etc);
- Manage places in sponsored events and provide on-going support to event participants (including the London Marathon);
- Working closely with our Communications and Social Media Officer, maintain up to date information online and through social media on event and activity opportunities as well as promoting fundraising activities and events.
- Manage, promote and administer external fundraising tools and partners such as JustGiving.

1.3 Corporate Fundraising

- Support the Fundraising Manager and CEO to maintain and develop relationships with existing corporate supporters through attending events, planning engagement opportunities and administration of communications.
- Work with the Fundraising Manager to identify opportunities for new corporate relationships.

2.0 Communications and Record Keeping

- Ensure all donor and supporter and membership records are kept up to date on our CRM database (Beacon);
- Co-ordinate and maintain all systems and record keeping relevant to the fundraising function, ensuring that confidential files are secured at all times;

- Support the Fundraising Manager to produce fundraising and awareness literature and promotional materials e.g. for fundraising packs;
- Ensure that all fundraising enquiries by telephone and email are responded to quickly and appropriately;
- Support the development of fundraising information for the production of the charity's Annual Report.
- Brief fundraising volunteers on their roles and ensure they have relevant and up to date information to support their role/s;
- Liaise regularly with Volunteer Lead, and fundraising volunteers, to support their on-going engagement and motivation.

3.0 Database Management and Reporting

- To process all income received by the SCS and to thank the supporters within a 5-days timeframe.
- Keep up to date with Beacon's developments and attend training sessions as required to enable you to lead on how the database is used and best practice.
- To scope out Beacon's CRM capabilities and make recommendations on how to improve and expand current processes to effectively use the database.
- To scope out Beacon's capabilities and make recommendations on how to set up new processes in order to evaluate the performance of each cohort, channel and fundraising activity on monthly basis.
- To carry out segmented data selections to support fundraising activities.
- To assist on the production of Gift Aid Claims.
- To produce detailed and insightful fundraising reports that reflect fundraising performance on a monthly basis and inform agile resource allocation or corrective action.
- Support the Fundraising Manager and prepare and deliver reports at the quarterly Fundraising Working Group meetings;
- Support the Fundraising Manager to ensure timely reporting to all funders/donors.
- Report progress at monthly team meetings.

4.0 Administration and General duties

- To provide administrative support to the Fundraising Team.
- Answer general telephone enquiries and deal with them quickly and appropriately and record information through internal monitoring processes;
- Represent SCS at meetings and conduct all work in a way which reflects the aims and objectives of the charity;
- Abide by SCS policies and procedures;
- Attend relevant training as agreed with the Fundraising Manager for your personal development;
- Undertake other duties as reasonably requested by the Fundraising Manager.

5.0 Other Responsibilities

- This job description sets out the key tasks and responsibilities. It is not intended to be comprehensive. It is essential that it should be regarded with a degree of flexibility so that the changing needs of the organisation can be met.