Versus Arthritis

Job description

Job title: Community Fundraising Officer

Reports to: Community Fundraising Manager

Department: Public Fundraising

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won’t rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

**Our values**

We are United, Compassionate, Inclusive and Brave in all that we do.

**Income and Engagement (I&E)**

**Income and Engagement (I&E) Directorate**

The Income and Engagement Directorate drives action across audiences to transform awareness of arthritis, build the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

The Income and Engagement Directorate drives action across audiences to deliver the income that funds the charity’s work and the income growth that funds its ambitions. We play a key role in transforming awareness of arthritis, building the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do.  We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

This role will play a key part in the growth, development and delivery of Versus Arthritis’ community fundraising programme.

Main duties

* To grow and retain the number of community fundraising supporters.
* To project manage a portfolio of engaging community fundraising products including the planning, delivery and development to deliver income and engagement targets.
* To create and execute a bespoke supporter journey per product maximising income per head, year on year growth and encouraging retention, exploring opportunities to increase supporter lifetime value.
* To build relationships with fundraisers, delivering high-quality personalised supporter experiences and stewardship and being clear and comprehensive in all communications.
* To achieve team key performance indicators (KPIs) and objectives and continuously seek out and use performance insights to suggest and implement improvements and engage our core audiences, understanding their motivations and needs and use this information accordingly.
* To proactively develop strong working relationships with colleagues in Public Fundraising and across Income and Engagement to deliver shared goals and projects, supporting other teams in Public Fundraising where necessary. Also building excellent working relationships with internal and external stakeholders as required, including within sector.
* To ensure that the database is continuously up to date with supporter information, reports can be pulled, reporting on KPIs, and ensuring all work complies with data protection policies and legal requirements, including the Fundraising Code of Practice.
* To embrace, embed and deliver the organisational values, commitments, and culture throughout all activity.
* To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
* To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
* To undertake any other duties as appropriate to the role and organisational requirements.

Key stakeholders and relationships (internal/external)

* Public Fundraising Team.
* Income and Engagement Directorate.
* Community fundraisers and branch chairs, treasurers and secretaries.
* Nations teams and regional staff.
* Suppliers and agencies.

End of job description. Person specification on following page.

Versus Arthritis

Person specification

Experience and knowledge

* Proven successful track record of planning and delivering community fundraising products and events (virtual and live) to achieve a good return on investment.
* Experience of delivering excellent supporter stewardship through multi-channels and building relationships with a wide variety of supporters on the phone, in writing and face to face driving engagement, increasing income, and increasing supporter retention.
* Experience of successfully and independently managing projects, delivering to pre-set deadlines, managing high workloads and ability to understand how and when to prioritise work.
* Understanding of the Fundraising Code of Practice and ensuring all fundraisers are always following correct guidance.
* Understanding and prior experience of using customer relationship management (CRM) databases.
* Community fundraising/supporter or customer stewardship experience.

Skills

* Strong organisational skills and attention to detail.
* Great communication skills across multi-channels including emails, phone and letter.
* Skilled at building excellent relationships with a wide range of people.
* Data focused and driven for reporting purposes enabling decision making where appropriate.

Desirable experience, knowledge and skills

* Experience of stewarding supporters in sensitive situations, including bereavement.
* An interest in improving the lives of those living with arthritis and the willingness to learn about arthritis and musculoskeletal conditions.

Criminal Record Check

Versus Arthritis is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role DOES NOT require a Criminal Record check.

End of person specification.