

## Job Description

### Fundraising Officer – Regular Giving

**Reporting to:** Fundraising Manager

**Direct Reports:** None

**Purpose:** To raise funds to further the charitable work of Thrive. The Fundraising Officer will support and deliver strategic and operational plans to establish and grow unrestricted/core income for the charity. You will be working towards financial targets and will be working closely with the wider fundraising team to ensure that targets are met and that key relationships are developed.

Specifically, this will include:

- Committed Donors incl Newsletters
- Individual Giving
- Digital Campaigns
- Thrive events - in a lead or support role as required

**Key activities:**

- To work with the Fundraising Manager to develop the strategy for increasing income across multi-channel regular giving income stream
- To develop and deliver the regular giving programme and stewardship process, increasing the donor base and income generated; work collaboratively with colleagues across Thrive to create compelling cases for support
- To keep abreast of innovative regular giving practice and competitor activity – adapt learnings and recommend appropriate tests
- To lead on regular giving acquisition campaigns
- To research, identify and develop new regular giving fundraising opportunities and areas of potential support for long term regional and national development, which includes online and offline campaigns
- To develop robust business cases for change and innovation which analyse the opportunities and risk
- To lead on or support the organising of successful Fundraising events for Thrive
- To keep Thrive’s CRM system up to date with information from activities and campaigns; provide reports to get a clear picture of our donor profile and campaign success rates
- To support and collaborate with colleagues across Thrive to achieve team targets and successes for Thrive
- To participate in team meetings, staff conference and external meetings as required.
- To attend one to one and appraisal meetings to support the attainment of income targets
- To pro-actively champion Thrive’s work

This list is not exhaustive. Amendments and additions may be required in the future, in line with policy and other changes. This role is subject to changes as the Organisation develops and evolves.

## Person Specification

Criteria	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>- Developing and Leading on a regular giving programme, acquisition and stewardship</li> <li>- Developing and delivering a varied direct marketing programme to regular givers</li> <li>- Delivering insightful end of campaign evaluation reports</li> <li>- Using a CRM (Customer Relationship Management) database</li> <li>- Using data to improve understanding of donors and campaign successes</li> <li>- Developing and delivering an excellent donor care experience</li> </ul>	<ul style="list-style-type: none"> <li>- Managing / working with volunteers</li> </ul>
<b>Knowledge and Skills</b>	<ul style="list-style-type: none"> <li>- Knowledge of the Fundraising environment and regulatory framework in the voluntary sector, including GDPR and The Fundraising Code of Practice</li> <li>- Excellent writing and editing skills</li> <li>- Strong relationship building, networking, and communication skills</li> <li>- Competent IT skills</li> <li>- Ability to recognise and capitalise on opportunities</li> <li>- Ability to meet tight deadlines and forward plan with first-class attention to detail</li> <li>- Ability to grasp and convey information clearly</li> <li>- Able to juggle sometimes competing priorities and meet deadlines</li> <li>- Ability to work to own initiative</li> </ul>	<ul style="list-style-type: none"> <li>- Member of the Institute of Fundraising</li> <li>- Understanding of people living with a disability, ill-health or vulnerability</li> </ul>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>- Energetic and action orientated with a 'can-do' attitude</li> <li>- Good interpersonal skills</li> <li>- Resourceful and confident in using own initiative</li> <li>- Professional approach, and engages in personal development opportunities to succeed</li> <li>- Proactive, ability to see and propose practical solutions and approaches</li> <li>- Flexible</li> </ul>	<ul style="list-style-type: none"> <li>- Sense of humour</li> <li>- Highly organised and have an analytical approach</li> </ul>

Criteria	Essential	Desirable
	<ul style="list-style-type: none"> <li>- A creative thinker able to find solutions to securing funding for organisational needs,</li> <li>- A cheerful team player, responsible and self-motivated</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>- Committed to the work of Thrive</li> <li>- Willing to undertake some out of hours work</li> </ul>	<ul style="list-style-type: none"> <li>- Full UK driving licence</li> </ul>

## Overview of Terms of Employment & Benefits

<b>Hours:</b>	35hrs / or PT
<b>Salary:</b>	£28,000 - £30,000 /FTE
<b>Contract:</b>	Permanent
<b>Location:</b>	Thrive Reading, hybrid working possible; occasional travel to other Thrive centres (Birmingham and London)

**Working Hours:** a normal working week is 35hrs, Monday to Friday 9-5pm although some flexibility of working hours may be required and given the nature of Thrive's services working on evenings or weekends in undertaken from time to time, in which case days off in lieu may be granted

**Probationary period:** there is a probationary period of 6 months for new employees, with reviews at 3 months and 6 months. Thrive may extend this period of probation if necessary.

**Notice periods:** during the probation period, the notice period will be 4 working weeks. After the probationary period, the notice period will be 8 working weeks.

**Holidays:** annual holiday entitlement is 25 days, rising to 27 days after 5 years. In addition to annual holiday entitlement, you are entitled to all statutory holidays and bank holidays, or if work is undertaken on those days you are entitled to straight days off in lieu.

**Sickness absence:** Full salary for the first 20 days; half salary for the next 20 days; subsequent absences at nil salary (apart from any SSP entitlement) until return to work.

**Pension:** you will be automatically enrolled into Thrive's contributory pension after 2 months employment. Thrive's contribution to the pension scheme is 4% of gross salary and you will be required to contribute a minimum of 4%.

### Death in Service Benefit

**Employee Assistance Programme:** The EAP offers a range of services that are designed to offer you a happy and fulfilling life. This includes access to free counselling services and several information helplines.

**My work life solutions:** My Work/Life Solutions is your online portal where you can access and manage all your benefits in one convenient place. You have access to a range of discounts and offers on hundreds of retailers.

