

Fundraising & Events Officer

Based: Scannappeal office, Amersham Hospital

Reporting to: Head of Fundraising

Hours: 35 hours per week (Full time)
Occasional evenings or weekends to support fundraising events

Holidays: 25 days annual leave + public Bank Holidays

Background

Scannappeal is a registered charity that raises funds for state of the art medical equipment. The equipment funded either allows a step change in an existing service or provides a new service to be introduced for hospitals and community health services within the Buckinghamshire Healthcare NHS Trust. Since Scannappeal launched in 1987, over £15m has been raised for many different pieces of life saving equipment, in every major department of the hospitals we support.

Role

Reporting to the Head of Fundraising you will be a proactive fundraiser with first-hand experience across a variety of income streams. This varied and exciting role gives you the opportunity to develop and maximise your fundraising skills. You will be a key member of a small but effective fundraising team with responsibility for delivering a programme of established events, as well as implementing new high value events to different audiences. You will lead on raising the profile of Scannappeal promoting fundraising opportunities to the community including individuals, schools and golf clubs.

Key responsibilities

- Work closely with the Head of Fundraising to ensure that we deliver and meet the fundraising plans and budgets.
- Responsible for the project management of a range of fundraising activities and campaigns from concept through to delivery.
- To research, identify, plan and develop new fundraising initiatives, stewardship activities and campaigns to maximise supporter lifetime and experience.
- Responsible for the creation, implementation and delivery of an ambitious community, third party and challenge events fundraising portfolio to maximise sustainable long-term income.
- In conjunction with the Head of Fundraising, manage the budgets for community and events fundraising through accurate record keeping, reporting, forecasting and monitoring.
- Identify and develop new relationships with individuals, events fundraisers and community groups whilst maintaining and maximising profitability.
- Where required, attend events and deliver fundraising presentations which may require some weekend and evening working.
- Work with the Head of Fundraising to create and develop our messaging and profiling and develop a range of materials and products to support community, challenge and fundraising activities.
- Provide first class stewardship to supporters, ensuring they have an exceptional experience and therefore develop into long term supporters.

- Develop relationships with key supporters to maximise income, including third party event organisers, event participants, individuals, schools and community organisations.
- Regularly review the charity's position within the fundraising landscape and identify opportunities and risks that may impact our work.
- Maintain up to date knowledge of fundraising regulations, codes of practice, data issues, and internal policies to ensure charity compliance.

General

- Respond to donor enquiries and provide personalised information on Scannappeals work.
- Advise supporters and organisations of scannappeal activities and events.
- Promote opportunities and events to new and existing supporters.
- Provide support to other team members to deliver the annual programme of activities and attend events and training where necessary.
- Develop and implement new initiatives where appropriate.
- Support the policy, values and procedures of Scannappeal.

Skills and experience:

- Experienced and effective charity fundraiser used to working in a broad fundraising role.
- Experienced and researching, developing and implementing new fundraising initiatives.
- Competent and confident at delivering events on limited budget but with the greatest return.
- Experienced in creating and running fundraising appeals with community groups.
- Proven experience of meeting and exceeding targets.
- Comfortable at cultivating relationships with donors and funders with strong networking skills and proven ability to build long-lasting relationship.
- Experience and understanding of what makes exceptional supporter/customer care.
- Motivational and confident communicator, with excellent verbal and written skills.
- Excellent IT skills – ideally experience with MS Office 2010, database entry, email marketing series and content management systems.
- Numerical and analytical skills with excellent attention to detail.

Person profile:

- Cooperative, proactive and flexible team player with practical and positive attitude.
- Self-motivated, with the ability to work without close supervision to tight deadlines and prioritise tasks.
- Enthusiastic to work on a variety of projects, solve problems and take the initiative.
- Have empathy with the aims and objectives of Scannappeal.
- Keep up to date with current thinking within the third sector and within Scannappeal

Key working relationships:

- Internal: Director and the rest of the Scannappeal team
- External: Existing and potential volunteers, supporters and fundraisers; key Trustees and relevant suppliers.