



Job Description

Job Title:	Individual Giving Fundraiser
Grade:	Equivalent NJC 25-26 £28,389-£29,223 pro rata - depending upon experience Amaze hourly rate £15.60- £16.06 (based on 35 hours week)
Responsible to:	Head of Fundraising & Marketing
Responsible for:	Digital Marketing Assistant
Hours of work:	21-25 hours, flexible depending on availability
Annual Leave:	25 days pro rata
Location:	Opportunity to work flexibly in combination of one of our offices in Brighton or Eastbourne, and home
Contract	Fixed-term for 24 months, with likelihood of extension subject to income generation

Background

Amaze is a Sussex based charity that supports families with children and young people with special educational needs and disabilities (SEND). We are currently providing a wide range of services and projects across Sussex, that are funded by about 20 key funding streams/partnerships – from large local authority contracts and trusts to smaller foundations and corporates, running events and a smaller proportion from individuals and community giving.

Much of our funding is short term and we need to keep innovating to come up with new ways of raising funds and researching/finding new funding partners. We have an ambitious organisational strategy that will require a comprehensive fundraising strategy to ensure we can continue to grow and diversify, income opportunities, so that we can support more vulnerable families who need our help.

Main Purpose of the Job:

This is a great opportunity for a proactive, flexible, driven, and organised person to join our small but growing fundraising and marketing team, taking responsibility for the development of individual giving fundraising.

You will plan and run a range of donor recruitment and regular giving campaigns engaging the public to grow our supporter base. You will develop a donor lifecycle that focuses on building relationships to encourage regular giving, moving donors up the donor ladder. You will manage a Digital Marketing Assistant who will support you with impactful digital content.

You will be a skilled fundraiser, with good marketing knowledge. You will be an excellent, persuasive communicator and have had demonstrable success at engaging people to a cause and motivating giving. You will have experience of using fundraising CRM databases and know what data you need to mine, and how best to do this, to make informed decisions about activities and new campaigns and approaches.

	Specific Responsibilities
1	To develop and deliver a new Individual Giving Strategy for Amaze, maximising income from one-off donations, committed giving, midlevel gifts and legacies.
2	To plan and run a range of donor recruitment and regular giving campaigns – which run across a range of online and offline channels.

3	To set up a stewardship programme including a regular fundraising newsletter, to enhance the way we can update and inspire our supporters and develop other practices which help build our relationships with existing donors, increasing regular giving, and moving donors up the donor ladder.
4	To develop marketing and other solicitation materials, that describe our incredible impact, to be used in our targeted emails and in more personalised approaches to individuals
5	This will include helping produce the annual Impact Report, liaising with senior leadership team and others, as well as external designers.
6	Work with others in the team to plan and manage multichannel campaigns aimed at increasing the donor base whilst growing support, loyalty and trust for Amaze.
7	To contribute to the development of a legacy giving programme as part of the individual giving strategy.
8	To research latest trends and developments in individual giving and direct donor marketing to promote and facilitate online and digital giving.
9	Ensure that all fundraising activities are carried out in a manner which meets the Fundraising Regulator's codes of conduct and guidelines, the Charity Commission, and other best practice relating to individual giving and direct donor marketing and policy and values of Amaze.
Data & Performance Management Responsibilities	
1	To take a significant role in the selection, set up and use of a new fundraising database to best support this work.
2	To manage the personal data of donors securely and effectively to accurately record correspondence and gifts, ensuring that donors are segmented appropriately, and that all consent permissions are recorded.
3	To regularly audit and review the donor database in order to ensure fundraising and data protection compliance.
4	Analyse the performance of individual giving fundraising activities for returns on investment and to identify areas where performance (income generated) could be improved.
5	To manage a small fundraising budget to support this work – operating within the Financial Procedures, Cash Handling and other processes in place within Amaze to monitor and manage income and expenditure.
6	To work with the other members of the team, contributing to the development and implementation of the wider Fundraising and Marketing strategy.

	General Responsibilities
1	Work in line with Amaze's Mission, Vision, and Values at all times, promoting a supportive, responsive and inclusive environment.
2	To attend team meetings, supervision and training as agreed with your manager
3	To be willing to work occasional unsocial hours to support fundraising initiatives, activities and events.
4	To be self-servicing with use of appropriate IT
5	To carry out other duties appropriate to the role

Person Specification:

Knowledge/experience

- Minimum 2-year experience of Individual Giving/Direct Marketing
- Experience of managing successful fundraising appeals/campaigns.
- Experience of developing and delivering a robust stewardship journey for active donors.

- Experience using a fundraising CRM system to segment, prospect and manage customers or donors
- (Desirable: to have supported the introduction of, or specification for, a new fundraising CRM)
- Experience of managing digital marketing channels including social media channels and scheduling platforms, e-newsletters (such as Mailchimp), CMS
- Experience of producing written information for digital that is engaging, accurate and accessible to a variety of readers
- (Desirable: Experience developing legacy programme.)
- Understanding of search engine optimisation and how to grow an online audience and ability to provide analysis of reach/impact of content.
- Up to date understanding of the requirements of GDPR, and Fundraising Regulator Code
- Enthusiasm for Amaze's mission, vision and values and good understanding of the needs of children and young people with special educational needs and disabilities and their families, and how this will inform all fundraising and marketing work.

Skills and competencies

- Excellent interpersonal and verbal communication skills with the ability to quickly establish and maintain positive relationships with individual donors and supporters
- Excellent written communications skills and high standard of English; good editing and copy writing skills, able to communicate in an engaging and persuasive style, adapting style for different digital audiences
- A 'donor first' approach, using insight to deliver great experiences.
- Ability to work under pressure, plan and prioritise work effectively and meet deadlines.
- Good IT skills - MS Office, a fundraising CRM, social media channels and analytics software
- Good numeracy skills for entering, recording, interpreting, analysing and presenting donor and financial data in clear and accurate format
- Ability to demonstrate understanding of equal opportunities and the value of inclusion and diversity.