



Job Description

Job Title: Fundraiser

Responsible to: Fundraising and Communications Manager

Responsible for: Income generation and supporter stewardship

Primary Objectives:

- Excellent stewardship of supporters, effective promotion of fundraising initiatives and building a stable volunteer network, increasing the opportunities to start or stay involved in fundraising
- Working towards agreed targets, grow income and awareness from our community and corporate fundraisers
- Seek out formal and informal corporate partnerships to raise awareness and increase income

Main Duties:

Develop a longer term plan to grow community and corporate income; building on our existing data and looking at new initiatives that will engage our key audiences.

Develop the stewardship of supporters (particularly online) undertaking fundraising within our community of individuals, groups, associations or workplaces to increase income through:

- new opportunities to raise awareness and increase income through signing up for events or arranging their own event throughout the year (particularly through social media)
- developing a donor care plan so fundraisers are thanked (on or offline), know the impact of their fundraising and are inspired to engage in further support wherever appropriate
- setting up new processes to sustain and increase income, improving the recording of where donations come from;
- ensure activities are well-promoted to your target groups working with the wider team

Establish a network of fundraising volunteers who will act as ambassadors in the community and actively organise and seek fundraising opportunities on our behalf.

Initiate and develop relationships with workplace fundraisers to ensure relationships with the organisations are maximised.

Develop and produce materials (on and offline) to inspire and motivate action. Be an excellent ambassador for Vista (with training and support) by accepting face to face donations at events, attending cheque presentations and giving talks.

Plan work in conjunction with the Fundraising and Communications Manager which will inform and facilitate achievement of the budget and maintain thorough record keeping in-line with Vista's and the Fundraising Regulator's policies and guidelines.

Work on projects as agreed with the Fundraising & Communications Manager from time to time.

This role requires flexibility in working hours to meet the needs of the role, with occasional evening or weekend work.

Prepared by: LW

Date: April 2024

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Person Specification

Essential	Desirable	How Identified
<p>Qualifications & Training</p> <ul style="list-style-type: none"> Graduate or comparable critical thinking and problem-solving skills 		<p>Application form</p>
<p>Experience</p> <ul style="list-style-type: none"> Already held a community/corporate fundraising role Meeting or exceeding community &/or corporate fundraising income targets Building strong relationships with supporters 	<ul style="list-style-type: none"> Experience of delivering a successful online fundraising campaign Experience of event management Experience of driving growth via digital platforms Developed systems to monitor and analyse results 	<p>Application form & interview</p>

<ul style="list-style-type: none"> • Digital fundraising through social media (esp. Facebook) • Planned and run fundraising events to reach or exceed financial and non-financial targets • Motivating and inspiring supporters/customers to achieve financial goals 	<ul style="list-style-type: none"> • Experience of change – able to spot opportunities to drive efficiencies or effectiveness • Understand fundraising standards and put them in action 	
<p>Skills & Knowledge</p> <ul style="list-style-type: none"> • Able to build rapport quickly, inspire and motivate volunteers • Excellent time management, planning and prioritisation 	<ul style="list-style-type: none"> • Knowledge of visual impairment 	<p>Interview & a test may be used</p>
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Confidence in speaking publicly and conveying passion for a cause • Ability to work independently and manage time well, good judgement in when to involve other stakeholders • Team player, happy to help where needed 		<p>Interview & a test may be used</p>
<p>Other</p> <ul style="list-style-type: none"> • Willingness and ability to work unsociable hours to meet supporters and travel extensively across the region 		<p>Interview/ reference</p>

We welcome applications from people affected by sight impairment.