

# Job Description

<b>Organisation:</b>	<b>The Lloyd Park Children's Charity</b>
<b>Vision:</b>	We will keep working until every child has the best start in life
<b>Our charitable mission:</b>	Our charity builds brighter futures for children and families in our community
<b>Role Title:</b>	<b>Fundraising Officer</b>
<b>Contract:</b>	<b>1 year fixed term – Fulltime, office-based and hybrid</b>
<b>Reports to:</b>	Head of Strategy and Projects
<b>Location:</b>	The Lloyd Park Children's Charity Higham Hill Centre, 313 Billet Road, London E17 5PX

## Mission of role:

- To coordinate a diverse fundraising strategy for the charity. Securing and maximising funds and resources via a variety of means including:
  - Grants
  - Crowdfunding
  - Fundraising events
  - Improved donations through targeted communications
  - Sponsorship with corporations and local businesses

## Duties:

- Promoting the charities mission, vision and values
- Research and identify new funding streams for the charity
- Write and submit funding applications and coordinate required information gathering within the charity
- Bring together relevant internal staff to support fundraising work
- Build relationships with:
  - Funders – including foundations, trusts and corporate funders
  - Philanthropic organisations and individuals
  - Other grant making charities
  - Members of the community
- Write promotional material to highlight the work of the charity, the needs of our target beneficiaries and our latest campaigns
- Work closely with the communications manager on PR, social media and web fundraising content.
- Where required; work on research into child welfare, equity, social justice and child development to support fundraising applications.
- Work with management to design and deliver fundraising events

## Outcomes

What this person needs to accomplish in their role in order of importance and how this will be measured.

<b>Key outcomes for the role</b>	<b>Measures</b>
<b>Increased income through fundraising</b>	<ul style="list-style-type: none"> <li>Funds raised as a direct result of postholder's work</li> <li>Funds raised by managers who have been supported by the post-holder</li> <li>Value of sponsorships brought in by the postholder</li> <li>Value of resources/services/items donated as a result of post-holder's work (e.g. SIMS cards, books, baby equipment, computer or devices)</li> </ul>
<b>Increased awareness in the community and with funders of our charity and its mission</b>	<ul style="list-style-type: none"> <li>Number of community members reporting better awareness of the charity and its mission</li> <li>Increased 'hits' or 'clicks' on our fundraising page and social media</li> <li>Number of contacts with funders</li> <li>Number of campaigns posted</li> </ul>
<b>The charity will have built more relationships with funders as a result of the postholders work</b>	<ul style="list-style-type: none"> <li>Number of new funders engaged</li> <li>Number existing funders engaged with follow-up contacts</li> </ul>

## Person profile

<b>Education</b> E – essential, A – advantageous, D – desirable		
GCSE or equivalent	Maths, English – grades A-C minimum	E
A-Level or equivalent	English, Media Studies, Art & Design, psychology, journalism	D
Degree	Language, media studies, marketing, business or psychology, journalism, fundraising, charity administration or another relevant subject	A
Foundation Apprenticeships or other vocational	Fundraising, marketing, community work	D

## Person profile cont'd

<b>Experience</b> E – essential, A – advantageous, D – desirable		
Communication	<ul style="list-style-type: none"> <li>• Demonstrable track record of writing well-structured and convincing funding bids based on evidence, research and collaboration</li> <li>• Able to interpret information and build compelling business cases/cases for funders and other stakeholders to engage with</li> <li>• Able to write clear and concise fundraising copy and PR including news/blog items, newsletter and social media posts</li> <li>• Experience of writing longer articles for press releases and PR</li> <li>• Produce evaluation reports on fundraising activities and incorporate any lessons learnt into the delivery of future activities</li> <li>• An understanding and awareness of the value of social media and their fundraising potential</li> </ul>	E E E E D E
Fundraising	<ul style="list-style-type: none"> <li>• Able to research new funding opportunities under own initiative and/or with guidance from management</li> <li>• Experience of direct accountability for financial or other targets.</li> <li>• Able to interpret fund/grant specifications and requirements and relate them to the needs of our charity</li> <li>• Confident in communicating with grant makers and fund holders</li> <li>• Able to refine and implement plans to increase activity/campaign effectiveness.</li> </ul>	E D E E D
Fundraising cont'd	<ul style="list-style-type: none"> <li>• Grant Stewardship – Proven track record of: <ul style="list-style-type: none"> <li>○ Monitoring and tracking grants awarded and spend against proposed budgets</li> <li>○ Building good relationships with donors and funders</li> <li>○ Managing update and closing reports to funders</li> </ul> </li> <li>• Experience of working with corporate funders and building long terms relationships with them</li> </ul>	E D
Office working	<ul style="list-style-type: none"> <li>• Demonstrable track record of working in a busy office environment with a range of administration tasks, operating systems, filing and archiving and using office equipment.</li> </ul>	D
IT	<ul style="list-style-type: none"> <li>• Confident in the use of Microsoft Office: Word, Excel and Outlook.</li> <li>• Competent in using social media platforms as a business/administrative user</li> <li>• Able to learn new website editing platforms and confident to update sections of our website</li> </ul>	E A D

## Person profile cont'd

<b>Skills</b> E – essential, A – advantageous, D – desirable		
Communication	<ul style="list-style-type: none"> <li>• Able to communicate our fundraising priorities and broader mission and values to various audiences clearly, precisely and accurately, both verbally and in written form.</li> <li>• Able to present to groups</li> </ul>	E  A
Team work	<ul style="list-style-type: none"> <li>• Able to work as part of a team</li> <li>• Able to build relationships across the organisation, with external partners, funders and with the local community</li> <li>• Feels comfortable asking for help where need and also being a self-starter and working independently</li> </ul>	E E E
Organisational skills	<ul style="list-style-type: none"> <li>• Ability to store and maintain well structured records that are easily referenced by the wider management team</li> <li>• Must be organised and methodical and able to work to competing priorities.</li> <li>• Able to work in a timely manner working to tight deadlines and timeframes</li> </ul>	E E E
Any other reasonable duties	<ul style="list-style-type: none"> <li>• Need to be flexible and able to work under the direction of your line manager and to undertake other work as per line manager's instructions and in line with the needs of the charity.</li> </ul>	D

**COMPETENCIES/TALENTS/BEHAVIOURS:** the way in which someone does something and why they do it that way. This is important when matching to the skills above and for cultural fit.

<b>Safeguarding children is prioritised</b> - Keeping children safe is always prioritised, in everything that we do, every day.	E
<b>Child centred</b> – Ensure that Children are central to everything we do.	E
<b>Work collaboratively and in partnership</b> with employees and other beneficiaries and stakeholders.	E
<b>Celebrate diversity</b> - Offer a culture and environment of inclusion for children, parents, carers and our employees and volunteers.	E
<b>Reflective</b> - regularly review services and reflect on own practice. Be adaptable and committed to doing the very best we can for young children and their families.	E
<b>Assertive</b> – able to express feelings and opinions in a mature manner. Able to accurately communicate with people of all levels	E
<b>Committed to quality service</b> – strives to deliver a high quality welcoming service that meets the needs of children and their families.	E
<b>Ethical</b> – a clear understanding of right and wrong. High integrity and honesty	E
<b>Performance Oriented</b> – a need to achieve objective and to measure performance	E
<b>Flexibility</b> – able to respond quickly and easily to changing requirements and priorities	E
<b>Completer/Finisher</b> – satisfaction in seeing all aspects of work through to satisfactory conclusion	E
<b>Planner</b> – needs to be able to plan and prioritise own workload.	E

**A satisfactory enhanced DBS check is required for this post**