

JOB DESCRIPTION

Job title:	Fundraising Officer
Salary:	£39,199 - £44,158 pa (inc London weighting) or £35,042 - £40,000 pa (excl London weighting)
Hours:	35 hours per week over 5 days
Reporting to:	Director of External Affairs and Fundraising
Line management responsibility:	No (but may have in future)
Location:	Flexible
Budget responsibility:	Yes
Contract:	Permanent, subject to funding

MAIN PURPOSE OF JOB:

The Fundraising Officer will be responsible for delivering voluntary income targets by securing gifts from individuals (including major donors and legators) and corporates. The postholder will be a results-driven, highly organised team player who has experience in successfully researching opportunities for income generation, developing proposals and engagement activities across a range of sources, and cultivating supporters with the flexibility to respond to changing fundraising trends.

Working closely with the Chief Executive, Director of External Affairs and Fundraising, and Director of Development and Delivery to pitch Living Streets' work and the benefits of walking for healthier people, places and planet.

Working under the Director of External Affairs and Fundraising, the postholder will be responsible for developing and implementing plans for income generation – from working with Major Donors, to Individual Giving propositions, writing proposals to corporates, cultivating legacies, and developing creative ideas for further income diversification. With so many opportunities the individual will need to be highly organised and confident in prioritising prospects with the Director of

External Affairs and Fundraising, to ensure the best opportunities are aligned with external factors and internal schedules.

They will work with colleagues in the External Affairs and Fundraising team who create opportunities for appeals tailored to our warm community and cold audiences, which can be developed for our medium and major donors, with clear cultivation routes.

MAIN DUTIES AND RESPONSIBILITIES:

Working closely with the Director of External Affairs and Fundraising, Head of Marketing and Communications, Head of Campaigns and Public Affairs, the Development Manager and the Engagement Coordinator, the post holder will:

- Support the Director of External Affairs and Fundraising to create, develop and deliver a strategy to maximise voluntary income, including managing and reporting on the pipeline.
- Contribute effectively to the development and delivery of income generating strategies across the organisation, taking a flexible and collaborative approach to support wider work across all income streams where required
- Plan and implement a programme of prospect research, cultivation and stewardship of funders/applications to achieve the agreed income targets and to support income diversification.
- Research and identify new opportunities for funding, working closely with colleagues in the Development and Delivery and Comms departments.
- Create new opportunities to deliver income diversification, using evidence and data from appeals and campaigns to inform their design and implementation.
- Work with the Marcomms team to ensure appeals communications are appropriate to the audience and reflect fundraising best practice.
- Complete due diligence on prospective donors and corporate partners, ensuring alignment with our ethical income generation framework.
- Prepare and create well-crafted, high-quality proposals/bids to secure funding and submit grant applications. This includes preparing detailed financial summaries in support of a proposal.
- Work with the Development Manager to ensure they have a smooth and efficient project development and reporting process in line with development and project management protocols.

- Establish and build relationships with external stakeholders, ensuring that we are responsive to their needs and that mutually beneficial agreements are reached.
- Actively seek data/evidence to evaluate and measure the impact of funding secured for our work through the fundraising and communications team.
- Ensure that any agreed commissions, grants, sponsorships, and donations secured by the External Affairs and Fundraising team are in the best interests of the organisation, provide unrestricted/core income and are deliverable – working closely with service delivery colleagues and providing excellent handovers when work is secured.
- Deliver excellent stewardship of existing and new funders, contributing to organisational learning in this area.
- Ensure accurate record-keeping and play a role in the organisation's successful transition to a new CRM system.
- Keep up to date with integrated fundraising and marcomms developments and opportunities within the sector, including data analytics and AI, to increase return on investment.
- Ensure that development activities comply with legislation, statutory requirements including the Fundraising Regulator, Charity Commission rules and the relevant codes e.g. Code of Fundraising Practice.

OTHER DUTIES

- Be an ambassador for Living Streets to external audiences as required, promoting the Living Streets brand and messages, including at public events, and in interaction with stakeholders.
- Be an active contributor to your department, to team meetings and away days.
- Adhere to Living Streets policies and procedures, maintaining excellent liaison across the organisation.
- Ensure the effective delivery of our Strategic Plan and Objectives.
- Ensure our Equality, Diversity and Inclusion policy is understood and implemented at all levels.
- Reasonable occasional out of office hours work will be required as may be some travel within the UK.
- Undertake other duties from time to time, as requested by the Director or Chief Executive.

Person Specification

Applicants must be able to demonstrate:

Essential Criteria		From application	At interview
Experience	Demonstrable experience of successful income generation from at least two of the following: major donors, mid-level donors, individual giving campaigns, events fundraising, statutory funders, trusts, foundations and/or corporates, including successful relationship management of existing funders.	✓	✓
	Proven ability to write to a high standard and able to communicate complex issues in a clear, compelling, and concise fashion, both orally and in writing.	✓	✓
	Demonstrable experience of working as part of a team to achieve department and organisational objectives.	✓	✓
Knowledge and Skills	Ability to plan and undertake research effectively using a variety of appropriate methods.	✓	✓
	Ability to develop and present realistic and fundable income and expenditure budgets as part of funding applications.	✓	✓
	A good understanding of funder care with a proven ability to develop relationships with grant giving bodies and/or commissioners.	✓	✓
	Ability to build and manage a successful pipeline	✓	✓
Personal	Ability to work flexibly, including occasional travel or evening and weekend working	✓	✓
	Commitment to equal opportunities and the ability to implement the Living Streets' Equality, Diversity and Inclusion policy	✓	✓
	Understanding of, and commitment to, the agenda of Living Streets	✓	✓
	Positive, 'can do' approach to tasks	✓	✓

It would be preferable for candidates to also demonstrate:

Desirable Criteria		From application	At interview
Experience	Experience of using a Contact Relationship Management System (CRM) to manage funder relationships and the 'giving cycle'	✓	✓
	Experience of dealing with public funding bodies	✓	✓
	Experience of cultivation events/management	✓	✓
Knowledge and Skills	Knowledge of the Living Streets agenda and issues relating to local transport, environment, and health	✓	✓