

Job Title:	Face to Face Fundraising Officer	Job Band:	Band 5
Reporting to:	Fundraising Manager (Face to Face)	Size of Team:	2
Direct Reports:	0		

The post-holder will provide key support to the Face to Face manager with operational needs on all face to face fundraising. You will support the management of all third party fundraising activity. This role will analyse, support and develop new investment opportunities across private site and other face to face fundraising activity. This role requires good project and account management to deliver strong long-term return on investment and helping to shape the long-term vision for growth in this area of fundraising.

Key Responsibilities

- Support the management of the main third-party supplier for St John Ambulance Door to Door fundraising and others.
- Provide ongoing training and support to third party providers and the teams involved in recruiting supporters
- Operationally support the relationship with Wesser delivering in excess of 18,000 new donors per annum and a net income of £5m
- Coordinate and attend quarterly performance management meetings with Wesser and other suppliers of donor recruitment
- Work closely with third party providers to ensure all processes are legal and compliant with the Fundraising Regulator regulations
- Ensure that the highest standards of supporter care and recognition are delivered across all areas of communication including direct mail, telephone and database; ensuring compliance with all relevant legislation and to maximise supporter engagement
- Liaise with other teams and departments within St John Ambulance to develop relationships for cross-team working and brainstorming sessions for direct marketing activity
- Constantly review forecast targets and KPI's, working with providers to ensure opportunities to develop and increase income are maximised. Analysing data regularly to ensure targets are met
- Manage all complaint handling, and reporting as part of the St John Ambulance complaints process
- Build a strong knowledge of all areas of St John Ambulance's work, carrying out continual research and gathering information, case studies and photos for use in campaigns
- Support the development of other face to face fundraising programmes including private site fundraising and exploring opportunities within St John Ambulance to deliver additional income and new donors to the charity
- Support the review of contracts and performance to ensure targets are achieved
- Keep up to date with UK trends in all face to face fundraising, sharing best practice, external competitor analysis, reviewing new technologies and ensuring we are at the forefront of fundraising innovation
- Provide evaluation of and timely reporting against all activity
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder

You will

- Be able to work on your own initiative
- Be willing to travel and work out of normal office hours when required

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C), minimum of 5 including Maths & English	✓	
Marketing or Fundraising Qualification		✓
Experience		
Experience of working in a successful fundraising team	✓	
Previous experience of working on recruitment and/or retention direct marketing programmes	✓	
Experience of data management (e.g. Raisers Edge) and Microsoft office programmes such as Outlook, Word, PowerPoint and Excel	✓	
Demonstrable experience of working under pressure, meeting deadlines and delivering solutions	✓	
A commitment to professional standards and able to apply industry best practice to all aspects of the role	✓	
Able to work under pressure, meet deadline and achieve solutions	✓	
Skills, knowledge and abilities		
Good organisational and time management skills, with the ability to meet deadlines and manage conflicting priorities	✓	
Ability to positively contribute to the work of the team and work together to achieve goals	✓	
Excellent interpersonal skills, in particular relationship building and communication skills	✓	
A good level of numeracy, analysis, decision-making and problem solving skills	✓	
Excellent computer literacy skills to include Microsoft Office and databases	✓	
A commitment to professional standards and able to apply industry best practice to all aspects of the role	✓	
A good understanding of what makes a good creative execution particularly in relation to grabbing the attention of the target audience	✓	
Knowledge of Fundraising Regulator guidance, Gambling Commission compliance and the Data Protection Act 2018	✓	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: CP

Date of preparation: March 2019



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