

# JOB DESCRIPTION

<b>Vacancy reference:</b>	SRF29116
<b>Post Title:</b>	Fundraising Officer
<b>Grade:</b>	Grade 5
<b>School/Department:</b>	Alumni and Supporter Engagement Office
<b>Reports to:</b>	Head of Fundraising
<b>Responsible for:</b>	N/a

## Purpose

The Fundraising Officer will work on a range of projects to raise money, increase the number of donors, and raise the profile of giving and the Alumni and Supporter Engagement Office. The focus will be on inspiring donations up to £1,000 from a large number of current and potential donors.

Mass fundraising activity at the University currently includes crowdfunding, telephone campaigns, direct mail and online fundraising. The Fundraising Officer will deliver projects which communicate the University's priorities to potential donors and ensure a positive and inspiring fundraising experience for them.

The Fundraising Officer will also work to ensure our mass fundraising reflects sector best practice and in line with fundraising and data protection regulation.

The Fundraising Officer will contribute to a culture of strong partnership working across the Alumni and Supporter Engagement Office which may include covering for other team members in their absence.

## Main duties and responsibilities

1. To project manage the Reading FundSpace crowdfunding platform. Including:
  - Sourcing new projects, working with project leads to prepare fundraising pages for launch, monitoring and supporting 'live' projects and arranging financial payments post project completion.
  - Providing support to students, staff and alumni in the use and implementation of the Reading Fundspace crowdfunding platform, signposting to further support and examples of best practice (from both previous Reading FundSpace projects and the wider sector).
  - Acting as the first point of contact for queries relating to the Reading Fundspace crowdfunding platform.
  - Working with the Development Services team to ensure smooth processing of all gifts through Reading FundSpace.
  - Improving, testing and refining the Reading Fundspace experience for project leads, donors, supporters and the rest of CSEO.
  - Reviewing the crowdfunding experience for Reading and ensuring that improvements and additions are made where beneficial.

2. Project manage fundraising telephone campaigns. To include:
  - Managing the relationship with external telephone consultants.
  - Management of a team of student fundraisers including the recruitment process, weekly rotas and shift patterns, timesheets and pay.
  - Delivery of the daily administration of letters and correspondence with alumni contacted as part of the telephone campaigns.
  - Liaising directly with alumni and donors to support them in making their donations and contacting them by telephone, email or letter as appropriate to close their gift.
3. To support new activities to ensure compliance with new legislation and regulation, such as the Fundraising Regulator's Code of Practice and Data Protection legislation.
4. Working closely with other members of the Fundraising Team to improve fundraising at the University in both the long- and short-term.
5. First point of contact for all fundraising enquiries into the Alumni and Supporter Engagement Office.
6. To develop a strong understanding of fundraising best practice and look to innovations within the sector to consider their viability at the University of Reading
7. To deliver other fundraising activities as defined by the Head of Fundraising
8. Keeping Raiser's Edge (the University's alumni database) up to date in respect of their own projects.

### **Supervision received**

The Fundraising Officer will report to the Head of Fundraising.

### **Supervision given**

This post manages the Student Crowdfunding Ambassadors.

### **Contact**

Details of the departments/external organisations/bodies with whom there is frequent contact or liaison.

Internal:

- All members of the Alumni and Supporter Engagement Office.
- Members of staff who have received funding spanning all faculties of the University.
- Reading University Students' Union.

External:

- University of Reading alumni, including current and prospective donors.
- Reading FundSpace project leads.
- Designers, printers, Fundraising Consultants and mailing houses
- Other Fundraising Officers from a range of similar institutions

### **Terms and conditions**

Full-time, Fixed-term. The Fundraising Officer will be required to work normal office hours whilst at the University, although periods of evening and weekend work may be required, for which time off in lieu will be given.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

**Date assessed:**

# PERSON SPECIFICATION

Job Title	School/Department
Fundraising Officer	Campaigns & Supporter Engagement

Criteria	Essential	Desirable
<b>Skills Required</b>	<ul style="list-style-type: none"> <li>• Good communication skills, both written and verbal</li> <li>• A high level of numeracy and attention to detail</li> <li>• The ability to pick up new skills and procedures quickly and effectively</li> </ul>	<ul style="list-style-type: none"> <li>• Basic HTML</li> </ul>
<b>Attainment</b>	<ul style="list-style-type: none"> <li>• Good all-round IT skills, including all aspects of MS Office</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>• A broad understanding of the UK Higher-Education sector</li> <li>• A broad understanding of educational fundraising in the UK</li> </ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Planning and managing long term projects</li> <li>• Experience of working in Higher Education or the charity fundraising sector</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of telephone fundraising in the Higher Education or the charity sector</li> <li>• Experience of working with or co-ordinating a team</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• Professionalism, tact and diplomacy</li> <li>• Keen interest in fundraising and a commitment to Higher Education</li> <li>• Highly self-motivated and ability to manage several projects at one time</li> <li>• The ability to work calmly and effectively under pressure and to deadlines - both in a team and independently</li> </ul>	

Completed by: Edd Pickering	Date:
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