

Job Description



FUNDRAISING OFFICER

The Fundraising Officer plays an important role in supporting the Fundraising Manager in developing our supporter stewardship through key donor streams. The right candidate will be a self-starter with fundraising development experience in in-memory, regular giving and major donor stewardship.

This is an exciting time to join Breast Cancer UK as we begin to scale up our work and impact, this role will be vital in supporting the nurture and growth of our supporters and of our breast cancer prevention community.

This is a remote working role which means strong autonomy, effective planning, excellent collaboration and internal communications as well as a high level of creativity and confidence are a must.

BACKGROUND

Breast Cancer UK's vision is a world without breast cancer. Our mission is to prevent breast cancer through scientific understanding, education, collaboration and policy change.

Around 55,000 women every year get breast cancer, yet at least 25% of breast cancer cases are preventable. We focus entirely on the prevention of breast cancer through:

- Funding high quality scientific research to help understand and tackle the preventable risk factors of breast cancer
- Informing the public about what they can do to reduce their risk of developing breast cancer through practical information to empower people to take charge of their health
- Campaigning for government policy that promotes breast cancer prevention.

Our scientific research and campaigns focus on the links between certain environmental chemicals and breast cancer. We also produce engaging content practical information to support the public to understand preventable lifestyle risk factors. Over the last year we have made structural changes to the charity and we have expanded our digital content to introduce our Breast Cancer Prevention Hub. This new content requires effective audience and supporter communication and follow up to ensure they are able to enjoy the full benefits of our hub but also can be stewarded through a rewarding experience.

We are now entering a new phase of growth tempered by continuing uncertainty due to the ongoing global pandemic. This requires us to be innovative, agile and well-prepared, optimising the use of our talent and resources. This role is critical in ensuring we develop and implement a coherent fundraising and supporter stewardship plan encompassing key development areas of in-memory, repeat, regular and major giving.

KEY FACTS

Job Title:	Fundraising Officer
Salary:	£23,000 to £25,000 (Dependent on experience)
Hours:	Full Time (37.5 hrs/week) 12 months fixed term contract (with potential to extend)
Location:	Home based (with periodic travel to central London – health situation permitting)
Responsible to:	Fundraising Manager

OTHER BENEFITS

- 25 days holiday per year plus public holidays, plus three days when the office is closed over the Christmas period (when holiday time must be taken)
- Supportive and positive working environment
- Good opportunities for learning and development
- Home working with some flexibility in hours
- 4% matched funded contributory pension scheme

PURPOSE OF THE ROLE

The main purpose of this role is to coordinate, monitor and report on the development of Breast Cancer UK's supporter relationships through a coherent stewardship programme encompassing in-memory giving, regular giving and major donors. The role involves managing our supporter relationships ensuring we nurture their engagement with Breast Cancer UK, building their loyalty and continued support through tailored approaches enabling us to develop and sustainably grow these key donor streams.

As a small yet very busy organisation, strong collaboration approaches underpin our way of working. While the role will principally support the Fundraising Manager and team, the role will have important collaborative relationships with the Communications and Scientific Research Teams. This role is self-driven, organised and creative requiring excellent organisational, planning and relational skills as well as a significant interest in donor and supporter engagement as well as a good sense of judgement and a strong interest in our cause.

KEY RESPONSIBILITIES

- Coordinate the implementation of the charity's in-memory strategy including coordinating communications with donors and funeral directors
- Coordinate the charity's 'Give Every Month' (GEMs) regular giving strategy
- Coordinate and implement the charity's stewardship programme and develop
- Manage monitoring processes as well as quarterly report

SCOPE OF WORK

This role can be roughly divided into five main areas of work. The post holder's work rhythm will vary from week to week and month to month:

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|---|------------|
| a. Coordinate the implementation of the charity's in-memory strategy | 25% |
| b. Coordinate the charity's 'Give Every Month' (GEMs) regular giving strategy | 25% |
| c. Coordinate and implement the charity's stewardship programme | 25% |

- d. Manage monitoring and reporting processes 15%
- e. Other tasks as required 10%

BREAKDOWN OF DUTIES

This is not necessarily a comprehensive list of tasks but is intended to give a good feel for the key responsibilities of the role:

Coordinate the implementation of the charity's in-memory strategy 25%

- Plan, schedule and manage personalised communications with donors
- Manage the charity's 'in-memory giving platforms
- Implement strategy for stewarding in-memory donors
- Develop and manage relationships with funeral directors

Coordinate the charity's 'Give Every Month' (GEMs) regular giving strategy 25%

- Plan and manage personalised communications with GEMS
- Plan, schedule and manage GEMs events
- Support Fundraising Manager in setting annual GEMS targets
- Monitor and prepare quarterly reports on GEMS activities and targets

Coordinate and implement the charity's stewardship programme 25%

- Support the Fundraising Manager in consolidating processes for supporter stewardship
- Manage implementation of these processes
- Utilise supporter stewardship matrix to identify and cultivate major donors

Monitoring and reporting 15%

- Prepare data collection and monitoring tools for all funding streams
- Prepare quarterly reports

Other tasks as appropriate 10%

KEY RELATIONSHIPS

The post holder will have contact with a wide range of people, both within and outside the organisation and will be required to be friendly, professional, helpful and sensitive. Relationships include:

- i) Staff
- ii) Trustees
- iii) Consultants
- iv) Supporters and donors
- v) Tech support team and other external service providers

OTHER INFORMATION

This job description helps the post holder to understand her/his main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility of the post.

Breast Cancer UK is committed to providing equal opportunity to everyone, regardless of background.

Breast Cancer UK has no head office and all staff are expected to be able to work from home and have access to a reliable internet connection. The post holder will be supplied with a laptop computer and a mobile phone which will be returned to the charity upon leaving the charity. An equipment set up allowance is available for the purchase of additional equipment as agreed with the line manager.

It is important that staff can work effectively and confidently in this environment. There are supporting mechanisms in place to ensure that the BCUK team are well connected with regular video conferences, calls and face to face meetings.

Once normal activity is resumed, the post holder will be periodically required to travel to London for staff meetings. The post holder may also be required to undertake occasional evening and weekend work where, for example, we hold meetings, events or conferences. This may occasionally require overnight stay.