

**STEPS TO FREEDOM LTD**

**Candidate Information Booklet**

Fundraising and Development Officer

Closing date for applications:

**5pm, 25th August 2017**

1. **Job Description**

**Job Title:** Fundraising and Development Officer

**Organisation:** Steps to Freedom Ltd

**Location:** Old School Site, Lister Drive, Tuebrook, L13 7HH

**Salary:** £23,500.00 per annum, plus pension

**Hours:**  35 hrs per week

**Duration:** until 30/09/2020 (possibility of extension, subject to funding)

**Reports to:** Director, Steps to Freedom Ltd

**Background**

Steps to Freedom Ltd is a Merseyside based charity which offers a self-help group to aid recovery from the often traumatic effects of childhood sexual exploitation.

The self-help program follows The Morris Survivor to Thriver 21 step program and is facilitated by qualified professionals and volunteers who are themselves survivors of childhood abuse, and so understand the impact that abuse has on the lives of individuals.

**Purpose of the Role**

To play a key role in the development of the fundraising and marketing functions of the charity and helping us to grow our supporter base and create sustainable voluntary income.

To be able to maintain excellent relations with our donors and supporters, maximise our charitable income and raise awareness of the organisation and the service we provide.

To support internal and external marketing and communication functions.

To help develop the organisation by looking at other services that we could provide as well as counselling to survivors of childhood sexual exploitation and source funding for these potential new services.

1. **Organisational Structure**

**Steps to Freedom Limited**

Management Committee

Chief Executive Officer

Administrator/ Finance Officer

Fundraiser /Development Officer

Counsellors Coordinator

Counsellors

Sessional Group Facilitator

Team of Volunteers

1. **Key Responsibilities**
2. **To identify and develop fundraising income streams**

* To work with the Chief Executive Officer to develop and implement fundraising strategies across a range of income streams.
* To research, identify and develop new fundraising opportunities.
* To work with colleagues to develop new strategies for exploiting opportunities identified, prepare proposals and monitor outcomes achieved.
* To generate increased income from existing sources and secure new fundraising income to agreed targets.
* To work with the Chief Executive Officer to ensure the successful delivery of any fundraising events that we may hold.
* To recruit, develop and support our volunteers in the delivery of the fundraising strategy.
* To foster and maintain good relationships and communications with the organisation’s supporters in order to progress engagement and build loyalty.
* To provide support and guidance to our volunteers to help develop their skills in generating income for the organisation.
* To represent the charity at fundraising events, presentations and networking opportunities. (This may include evening work).

1. **To play a key role in the communicating the organisation’s aims and objectives whilst raising awareness of the service:**

* To work with the Chief Executive Officer to develop and implementing the organisation’s communications strategy.
* To create new and innovative ways to communicate the organisation’s message.
* To input into the production of marketing materials, including design, copywriting and proofreading.
* To write other material including press releases, articles, blogs, tweets and web pages as required.
* To publicise our work across a range of platforms, including presentations, paper-based and electronic media.
* To develop an up-to –date media list, develop links with key contacts, draft press releases and distribute to appropriate media.
* In partnership with the Chief Executive Officer, to respond to media enquiries, assess our response, set up interviews, and monitor media coverage.

1. **To contribute to the provision of efficient and effective administrative systems within the fundraising and marketing function:**

* To provide a high quality professional response to phone, mail and e – mail requests with regard to fundraising and the marketing function.
* To maintain and update our donor database.
* To co – ordinate any fundraising event administration, including booking process, participant correspondence, event materials and resources and post event follow up.
* To monitor and analyse data to better understand our audience, testing segmentation and channels and reporting on results.
* To co-ordinate and manage fundraising materials stock.

1. **To help identify funding for new and additional services that we can provide to meet our client’s needs:**

* To liaise with the Chief Executive Officer in developing additional services for our clients and identifying funding for these services.
* To help develop and monitor the organisation’s new services once they are identified and ensuring that they meet the needs of our clients by working with all our stakeholders, internal and external.
* To ensure that the organisation’s new services are compatible and aredeveloped within the organisations aim and objectives and mission statement.
* It would be desirable to have a working knowledge of the tendering and commissioning process of Local Authorities and other public bodies in order to develop and expand our services in this area.

1. **To carry out other duties as reasonably by management:**

* At all times to represent Steps to Freedom Limited in a positive manner.
* To ensure all services are delivered in line with and taking account of the organisation’s Equal Opportunities Policy and all other Steps to Freedom Ltd policies, procedures, codes of conduct and that good practice is maintained at all times.
* To maintain good channels of communication and professional relationships with Steps to Freedom Ltd staff, volunteers, clients and all other stakeholders and external third parties.
* To work in other sections of the organisation and to represent the organisation as required.
* To attend all staff meetings.

**Training**

The post holder will be expected to undertake training and retraining throughout their employment in this post and will be expected to discuss and identify their training goals with the Chief Executive Officer to develop their knowledge base and ability in this role.

**Health and Safety**

Each employee has a duty under the Health and Safety at Work Act (S.7) to take reasonable care of the health and safety of themselves and others at work, whether colleagues, clients, visitors and contractors.

Steps to Freedom Ltd are a non – smoking organisation. All staff have a duty to personally observe and ensure adherence to the organisation’s no smoking policy, the purpose of which is to ensure that staff, visitors and clients are not exposed to tobacco smoke in and around our premises and during the course of business.

1. **Person Specification:**

* Demonstrate experience of working to six figures in fundraising in a voluntary sector environment.
* A high energy individual capable of mobilising others to support the charity.
* A positive and driven self – starter, able to work on their own or as part of a team.
* Good working knowledge of the full range of fundraising and income streams, systems and processes with a particular focus on raising income from trusts and corporate fundraising.
* Desirable to have knowledge of the tendering and commissioning processes of Local Authorities and other public sector bodies.
* Strong written and verbal communication skills and the ability to develop good relationships.
* Good event management skills.
* A people person able to build relationships at all levels while remaining professional at all times.
* Enthusiasm and passion for the charity sector including the ethos of Steps to Freedom Ltd.
* Excellent organisational skills including the ability to prioritise own workload and work to deadlines.
* Ability to record data systematically and to produce monitoring and evaluation reports as and when required by the Chief Executive Officer.
* Computer literate and familiar with a range of software applications such as word, spreadsheets, databases and power-point.
* Full driving licence and access to a vehicle with full insurance for business use.

**Application Process**

Following the deadline for receipt of applications the selection process will operate as follows:



1. **Guidance for Making Your Application**

Application should consist of a completed application form together with a CV and a completed monitoring form enclosed in your application pack.

**Application Submission**

Completed applications can be submitted as follows:

* Posted or hand delivered to Old School Site, Lister Drive, Tuebrook, L13 7HH.
* Emailed to jackie.moon@steps2freedom.org.uk

**Deadline: 5pm, Friday 05st August 2017**

We will not accept incomplete application forms; application forms received after the closing deadline or reformatted application forms.

Applicants using Royal Mail should note that 1st class mail does not guarantee next day delivery. It is the responsibility of the applicant to ensure that sufficient postage has been paid to return the form to meet the required deadline.

Should you have any queries please contact jackie.moon@steps2freedom.org.uk

**Interview Guidance for Applicants**

Final dates for interview have not been scheduled but will take place soon after close of applications

At the interview, the selection panel will assess candidates against the behavioural competences, qualifications and experience for the post.

**Further Appointments from this Application**

Where a further position in the Organisation is identified which is considered broadly similar to that outlined in this candidate information booklet, consideration will be given to filling the position from this competition. The reserve list resulting from this competition will be valid for a period of up to one year.

**Disability Requirements**

If reasonable adjustments are required by candidates on account of disability the organisation will make every effort reasonable to accommodate such.

**Vetting Procedures**

For vetting procedures candidates will be required to produce the following for interview:

* Passport;

OR

Document verifying your permanent National Insurance number (e.g.P45, P60 or National Insurance card);

AND

Birth certificate which includes the names of your parents (long version);

* Proof of qualifications (original certificates);
* 2 satisfactory references (References will not be sought until after the final stage of the assessment process);
* Enhanced criminal record checks (unspent convictions only). Successful candidates will not be appointed to post prior to this being completed.