**Steps to Freedom**

Fundraiser and Development Officer

**Job Description**

**Salary: £24,205 per annum**

**Location:** Liverpool, Merseyside, North – West.

**Job Type**: Full time – fixed term

**Sector:** Voluntary Sector – Counselling Survivors of Childhood Sexual Exploitation.

**Category:** Fundraising, Marketing and Development.

**Required education:** Diploma in Fundraiser / Bachelor’s Degree.

**Required experience**: 2 years in a fundraising environment. Knowledge and experience of the voluntary sector is desirable as is knowledge and experience of tenders.

Driving Licence is required with full business insurance and an enhanced DBS check.

**Post:** Fundraising and Development Officer.

**Reports to:** Chief Executive Officer.

**Hours:** 9 to 5 but some flexible working is required.

We are looking for a highly energetic person who is passionate about helping survivors of childhood sexual exploitation. As part of our organisation, your task will be to generate new and existing income for the charity and raise awareness of the varied work we do to help ensure fundraising becomes a sustainable source of income for the charity. The key to your success will be your ability to research, develop and attract new funding, sponsorship and donors and deliver marketing and fundraising events.

You will also help develop the business by identifying new areas of funding that we can source to develop other services in addition to our counselling services. This will be to enable us to generate other income besides grants and donations in helping us to provide our organisation with a sustainable income and develop our organisation further.

**Purpose of 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.

**Key Responsibilities**

1. **To identify and develop fundraising income streams**

* 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 represent the charity at fundraising events, presentations and networking opportunities. (This may include evening work / weekend).
* To monitor and evaluate funding sources.

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 requested 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.

**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, spread sheets, databases and power-point.
* Full driving licence and access to a vehicle with full insurance for business use.