



<b>JOB DESCRIPTION:</b>	<b>Fundraising Coordinator – Trusts, Grants &amp; Corporate Giving</b>	<b>Grade D10</b>	<b>FE102</b>
<b>Responsible to:</b>	<ul style="list-style-type: none"> <li>• Fundraising Team Leader – eCommerce and New Business</li> <li>• Fundraising Manager</li> </ul>		
<b>Responsible for:</b>	<ul style="list-style-type: none"> <li>• Online Giving</li> <li>• Donated Goods</li> <li>• Corporate relationships</li> </ul>		
<b>Liase with:</b>	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Online giving supporters</li> <li>• Donor Relations Administrator</li> <li>• Donated Rug and Tack Team</li> </ul>		
<p><b>Context &amp; Scope:</b>          Bransby Horses was founded in 1968 by Peter Hunt, his lifelong passion for horse welfare continues as the charity works hard to be flexible in its approach to meet the growing demands on horse welfare charities.</p> <p>We continue to rely entirely on supporter's income which is derived predominantly from long term relationships with our supporters. The way in which we engage with the trusts, grants and corporates are of paramount importance, developing and growing income within both income streams through relationship building and through researching.</p>			
<p><b>Main Purpose of the Role:</b></p> <ul style="list-style-type: none"> <li>• Support in creating and implementing fundraising plans for our trusts, grants and corporate income streams</li> <li>• Contribute to the charity's stewardship processes within these income streams</li> <li>• Develop primarily, trusts and grants income and our corporate income with an emphasis on balanced restricted and unrestricted funding. Target for 2022 £95k growing to £130k by 2025</li> <li>• To support in the development of online giving through various platforms including eBay and supporting the implementation of a digital lottery scheme for launch in 2023/24</li> <li>• Have a strong knowledge of ThankQ CRM to support the rest of the team with consistent inputting. Supporting with data pulls and regular updates of department KPIs</li> </ul>			
<p><b>Summary of Main Duties:</b></p> <p><b>Planning &amp; Monitoring:</b></p> <ul style="list-style-type: none"> <li>• Support in implementing a new fundraising strategy across relevant income streams</li> <li>• Support in producing detailed annual activity plans</li> <li>• Regularly review and feedback to the Fundraising Team Leader and Fundraising Manager to help ensure that fundraised income remains on target and regularly report/assess against this</li> <li>• Identify any barriers to funding and seek to overcome these</li> </ul> <p><b>Fundraising Processes:</b></p> <ul style="list-style-type: none"> <li>• Support in generating a stewardship plan for relevant donors</li> </ul>			

- Alongside the entire Fundraising team, record donations (using ThankQ CRM) and ensure that donors are thanked and stewarded appropriately and Gift Aid claimed, if applicable

#### **Income Development:**

- Work with the Fundraising Team Leader to develop a plan for a pipeline of trusts and foundations and corporates and produce considered and effective proposals for support
- Support to develop original fundraising campaigns as well as getting involved with wider departmental opportunities, e.g. eBay giving, Gift Aid processing, online lottery
- Research and identify new areas of the charity's work that provide suitable funding opportunities and seek out support for these

#### **CRM**

- Ensuring all supporter data to be managed in line with the Data Protection Act, Fundraising Preference Service, IOF, Fundraising Regulator and Charity Commission Guidance.
- Involvement in the planning and development of the database, as well as troubleshooting any issues on behalf of other members of the department.

#### **Donated Goods and EBay**

- Work with the Fundraising Team Leader to support online events, ensuring clear outcomes and targets are met.
- Support when required the Rug and Tack team, to sort, process and clean donations.
- Keep to up to date with current online trends and activity to ensure we are utilising online platforms to their full advantage.
- Working with the Fundraising Team Leader to begin building on and creating corporate relationships for the future.

#### **General Duties**

- Support through busy campaign periods as required within the team.
- Participate in regular supporter calls thanking them for their support and representing the charity in a positive way.
- Ensure an efficient service in line with the Bransby Behaviours.
- Proactively protect and enhance the reputation of the charity and not bring it into disrepute.
- Deal with confidential and sensitive information appropriately following Data Protection and GDPR procedures at all times.
- Read, understand and observe the requirements of Health and Safety Policy and Procedure at all time.
- Develop relationships with other departments as required and work together for the benefit of the charity.
- To ensure that any advice or guidance provided is in line with the Bransby Horses professional advice and guidelines.

**This is not an exhaustive list of all of the duties that may need to be undertaken. It may be necessary to undertake other duties in order to fulfil the objectives of the charity.**

Person Specification	Requirements
<b>Education &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Good standard of English and numeracy skills. (E)</li> <li>• Likely to be educated to A' Level or equivalent</li> <li>• A Fundraising qualification through the CIOF or similar (D)</li> </ul>
<b>Experience &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• At least two years' experience in gaining donations from the following income streams: trusts and foundations and corporate donors. (E)</li> <li>• Strong evidence of fundraising success (E)</li> <li>• Knowledge and understanding of Data Protection Act, the General Data Protection Regulations, Fundraising Preference Service and the Fundraising Regulator and Charity Commission Guidance.</li> <li>• Proven track record of working to and exceeding income generation targets (D)</li> <li>• Comprehension of stewardship programme development (E)</li> <li>• Experience of Gift Aid and compliance (D)</li> <li>• Experience of using a CRM system (ThankQ or similar) (E)</li> <li>• Knowledge and understanding of equine welfare practices is desirable (D)</li> <li>•</li> </ul>
<b>Skills &amp; Competencies</b>	<ul style="list-style-type: none"> <li>• Proven track record of monitoring and evaluation</li> <li>• Excellent written and communication skills</li> <li>• The ability to use initiative to make sound and justifiable decisions</li> <li>• Be effective in both verbal and written communications</li> <li>• Be able to provide high standards of customer care</li> <li>• Be organised and able to work from own initiative</li> <li>• Have a versatile and flexible approach to working</li> <li>• Have the ability to maintain high standards and demonstrate accuracy and the ability to be thorough in your work</li> <li>• Have the ability to focus on routine work and follow instruction appropriately</li> <li>• Understand the need for and demonstrate confidentiality as appropriate</li> <li>• The ability to lift and carry</li> <li>• Good knowledge of Microsoft Office</li> <li>• Possess the ability to motivate others</li> <li>• Be able to communicate confidently to large groups is desirable</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Have a polite, friendly and approachable manner</li> <li>• Be a good team player</li> <li>• Possess the ability to promote a professional image of the charity at all times.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Ability to travel</li> <li>• Ability to work flexible hours including weekends, evenings and Bank Holidays as required</li> </ul>