



## Community & Special Funds Fundraising Officer (South)



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Charitable Incorporated Organisation (CIO) Number: 1159590

## The charity

In 2004, a group of families who had lost children and young people to primary bone cancer (PBC) came together. They wanted to tackle head-on the fact that there was virtually no accessible bone cancer information, and practically no funding for research into this disease. In 2006, with Professor Ian Lewis, they registered the Bone Cancer Research Trust (BCRT). Since then, we have become the leading charity dedicated to fighting primary bone cancer.

We have an in-depth understanding of what it means to live with bone cancer for patients and their families, which is shared in our research report, [Living with, and beyond, primary bone cancer](#) and through a series of [short videos](#).

Our five year strategy, [The Biggest Ever Commitment to Primary Bone Cancer](#), sets out our ambition and priorities until 2022 as, together with the bone cancer community, we continue to lead the fight against primary bone cancer. Since the launch of our strategy in 2017 we have made great progress, awarding 36 brand new research projects totalling over £1.8million, supporting more patients and families than ever before, equipping them with the vital information they need and raising national and international awareness of primary bone cancer to aid earlier diagnosis.

## The role

The Community & Special Funds Fundraising Officer is the face of BCRT within the community and the post-holder will contribute to the overall fundraising strategy by raising income from three key income streams: special funds, community and regional corporate fundraising.

You will play a significant part in a high-performing relationship fundraising team by taking ownership of fundraising activity across the South of England. You will be the primary contact managing & nurturing a number of special fund relationships, as well as providing individuals and corporate supporters with an exceptional level of supporter care to maximise income generation and supporter recruitment and retention. You will also respond to and manage emerging community fundraising opportunities as they arise.

## Key Benefits

- Flexible approach to working hours
- Flexible approach to working location
- 22 days annual leave per year + bank holidays + 3-day Christmas shut down
  - Raising by 1 day per annum for every 2 full years' service
- Healthcare cash plan
- Pension contributions
- Clear performance expectations and supportive management team
- Training and personal development opportunities
- Direct exposure to our charitable work

<b>Job title:</b>	Community & Special Funds Fundraising Officer
<b>Responsible to:</b>	Community Fundraising Manager
<b>Salary:</b>	circa £25,214 per annum (depending on experience)
<b>Hours of work:</b>	Full time, 37 hours per week. Evening and weekend work may be required from time to time.
<b>Contract type:</b>	Permanent
<b>Location:</b>	Home-based within the South of England
<b>Probation period:</b>	3 Months

## Key Responsibilities

To maximise fundraising opportunities and income within your region you will:

- Ensure that the geographic area generates income across the key income streams of special funds, community and regional corporate fundraising, personally delivering and driving income to achieve an agreed income target and build strong pipelines of support.
- Personally manage and nurture a number of special funds to increase engagement and build long-term meaningful relationships.
- Explore, identify and secure opportunities that develop long-term, high-value relationships through delivering on the three key income streams; or signposting to other fundraising teams.
- Research and identify potential new and lapsed supporters and steward them to support the charity.
- Once a new supporter is engaged, cultivate, uplift supporter value and steward them through the delivery of brilliant supporter care, to build continued loyalty to BCRT.
- Welcome and introduce new special funds to the charity, providing supporting materials, marketing campaigns and specific topic 1-2-1 support to enable optimal fundraising and awareness-raising performance.
- Provide advice, guidance, resources and support to those carrying out 'do your own thing' (DYOT) fundraising activities, to uplift value and drive retention.
- Build and develop trusted relationships when appropriate with patients, their friends and families to support fundraising, storytelling and volunteering. Work sensitively and empathetically with this core audience group engendering their long-term support and advocacy of the BCRT's work.
- Plan, develop and deliver, with the Community Fundraising Team, a number of initiatives, including Bake It, Jingle Bones and Lifeshavers, to introduce new supporters to the charity.
- Brief, develop and produce new fundraising marketing materials.
- Work with the Communications Team to explore all PR opportunities and produce and supply relevant fundraising content, resources and materials when required for external charity communications.
- Manage all aspects of the BCRT Stamp Appeal, including promotion, day-to-day management of the Stamp Appeal Coordinator (volunteer) and Facebook group.
- Attend and support fundraising events & meetings that may fall during or outside normal office working hours.
- Ensure accurate data recording, storage and management with the Database & Supporter Care Manager.
- Ensure prompt and accurate banking of all donations/monies received.
- Ensure all supporters receive prompt thanking and acknowledgment of their fundraising efforts.
- Ensure information about supporters is up-to-date and adheres to data protection regulations (and is captured in accordance with best practice on the charity CRM).

- Manage supporter spreadsheets and enquiries.
- Prepare and deliver communication journeys for new and existing supporters.
- Assist with the implementation of innovative marketing and promotional plans for new activities.
- Manage suppliers, printers and designers, and work with other external providers as required.
- Evaluate campaign success and produce key learnings for future use.
- Keep abreast of the fundraising market, trends and best practises – making recommendations for future activities.

## Other

- To ensure compliance with Data Protection, Electronic Communications, Institute of Fundraising and the Fundraising Regulator guidelines.
- To undertake training, development and appraisal activities as required by the charity's leadership team.
- To evaluate own performance critically, and strive for continual improvement
- To select and make use of a variety of resources, including IT to manage workload effectively.
- To support the charity's ethos and policies and demonstrate a commitment to attitude and behaviour that reflects our core values – Pioneering, Dynamic, Supportive, Knowledgeable and Trustworthy.
- To act as an ambassador for BCRT and attend and support fundraising and other events as and when required which will include some evenings and weekends.
- To carry out any other duties as may be reasonably requested that are commensurate with the level of this role.

## Personal Specification

Criteria	Essential	Desired	Method of Assessment
<i>Qualifications</i>			
A high standard of education – A level or equivalent	✓		Application Form / CV
Institute of Fundraising or marketing qualification		✓	Application Form / CV
<i>Experience</i>			
At least two years' experience in a fundraising team/environment	✓		Application Form / Interview
Ability to demonstrate recent and relevant experience of successful fundraising	✓		Application Form / Interview
Proven experience of meeting and exceeding challenging financial targets through relationship development	✓		Application Form / Interview
Excellent, confident and persuasive communicator with people at all levels (written, oral including public speaking and presentations)	✓		Application Form / Interview
Sound understanding of fundraising practices and a demonstrative ability to analyse results	✓		Application Form / Interview
Experience of meeting and exceeding challenging financial targets.	✓		Application Form / Interview
Experience of working with charity CRM databases (preferably ThankQ) and other Microsoft Office packages		✓	Application Form / Interview

Evidence of excellent account management, customer service and relationship development skills.	✓		Application Form / Interview
Experience of working with volunteers	✓		Application Form / Interview
Experience of dealing with supporters through multiple communication methods including; telephone, written and face to face communications (including presentations)	✓		Application Form / Interview
<i>Personal Attributes</i>			
Excellent interpersonal and relationship building skills	✓		Application Form / Interview
An enthusiastic, imaginative, energetic and creative approach with a 'can do' attitude	✓		Application Form / Interview
Strong ability to work on own initiative with limited supervision yet knowing when to refer to line manager when necessary	✓		Application Form / Interview
Significant motivational, influencing, negotiation and networking skills	✓		Application Form / Interview
Ability to work logically, methodically and accurately with a keen attention to detail.	✓		Application Form / Interview
A shared passion for the work of the Bone Cancer Research Trust		✓	Application Form / Interview
A team player with the willingness to work flexibly and proactively and respond to the emerging needs of the charity	✓		Application Form / Interview

Ability to plan and prioritise a varied workload.	✓		Application Form / Interview
Willing and able to travel within the UK and work evenings and weekends as required	✓		Application Form / Interview
Own car and current UK driving licence		✓	Application Form / Interview