

Position:	Senior Fundraiser – Trusts, Legacies and Major Donors
Responsible to:	Director of Fundraising
Location:	Cheltenham
Hours of work:	35 hours
Band	3 (£25,000-£32,999)

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## **WellChild**

WellChild is the national charity for sick children. Through care, support and research WellChild is dedicated to helping children, young people and their families throughout the UK as they live with serious illness or complex conditions. WellChild's work is funded solely from voluntary donations.

## **Purpose of the role**

The fundraising team are at the core of the charity and work together to maximise opportunities to raise funds from all sectors. Working closely with the Director of Fundraising and the fundraising team, the role of the Senior Fundraiser – Trusts, Legacies and Major Donors is to contribute to implementing the overall fundraising strategy and to generate income to achieve targets.

## **Key areas of responsibilities**

- 1 The senior fundraising team have the following areas of responsibility in common:
  - Devise annual fundraising business plans
  - Deliver fundraising activity to maximise income
  - Maintain a good understanding of the sector and develop active networks
  - Deliver excellent donor/partner care/account management
  - Contribute creative ideas and initiatives to fundraising activity
  - Manage budgets, including monthly forecasting, and highlight any shortfalls to Director of Fundraising
  - Research and identify new prospects and fundraising opportunities
  - Maintain accurate records and information on Raiser's Edge, compliant with all relevant guidance and legislation ie. data protection.
  - Produce management information, monthly reports and progress updates to Director of Fundraising and/or SMT as required.
  - Develop and/or participate in relevant fundraising events and activities both internal and external, including attending networking groups, training etc.

## **2 Senior Fundraiser – Trusts, Legacies and Major Donors**

- 2.1 To develop, lead and deliver the strategy to maximise income from grant-making trusts and meet income targets
- 2.2 To develop, lead and deliver the strategy to maximise income from Legacies and In Memoriam donations and meet income targets
- 2.3 To support the Director of Fundraising to deliver the strategy for Major Donors and to meet income targets
- 2.4 To work closely with fundraising colleagues to generate and increase income through trust fundraising by maintaining existing relationships and by developing new ones.
- 2.5 To develop, and occasionally present, compelling and persuasive written applications and proposals for trusts, foundations and other grant givers
- 2.6 To undertake relevant and ongoing research and fact-finding to identify potential trust supporters and major donors
- 2.7 To ensure that project descriptions and follow up reports are of a high standard and up to date
- 2.8 To work closely with the Director of Fundraising to develop and increase income from major donors.

## **3 General**

- 3.1 To attend and participate in internal and external meetings as required – this may sometimes involve travel away from the office.
- 3.2 To attend and participate in WellChild events as required.
- 3.3 To participate in WellChild projects as required.
- 3.4 To remain up to date with WellChild's activities.
- 3.5 To take all opportunities to promote the work of the charity in order to continually build our network of supporters.
- 3.6 To provide support across the organisation during times of peak workload

## ***Person specification***

- Able to demonstrate recent and relevant experience of successful fundraising within the trusts, legacies and major donor sector.
- Able to work independently and take the lead on their areas of responsibility; able to prioritise and manage own workload.
- Able to develop and deliver compelling and persuasive written applications and presentations.
- Able to demonstrate experience of developing and maintaining effective and productive relationships with Trusts, donors and relevant networks.
- A fluent and articulate communicator – written and verbal – and able to adapt style to reach and connect with a wide range of people.
- Numerate – able to demonstrate an understanding of budgets and financial accounts.
- Able to demonstrate a collaborative working style – works co-operatively with others to achieve objectives.
- Enthusiastic, energetic, creative and proactive, with a determination to succeed.
- Able to quickly assimilate and interpret information.
- Clear understanding of the research tools available for gathering information about donor prospects.
- Flexible and adaptable – able to work outside of normal working hours to meet the needs of the role.
- Good working knowledge of Microsoft applications; knowledge of fundraising database – particularly Raiser’s Edge - also desirable.
- Sympathetic to the aims and values of WellChild.