

## DONOR DEVELOPMENT & FUNDRAISING OFFICER

**RESPONSIBLE TO:** National Director

**REPORTING TO:** National Director

**LOCATION:** Lagan House, 2a Queens Road, Lisburn BT27 4TZ

**CONTRACT:** 35 hours per week

Full time, 24 months fixed term contract, with potential of extension

**SALARY BAND:** £23,398 - £24,964 per annum (NJC Scale 6, Pt 26-28)

### ORGANISATIONAL OVERVIEW:

The Leprosy Mission Northern Ireland (TLM NI) is a Christian development organisation that works to cure, care for and restore leprosy affected people, families and communities. As part of a global organisation we work in more than 30 countries world-wide. Our vision is a world where leprosy is defeated and lives are transformed.

Following the example of Jesus Christ, The Leprosy Mission strives to break the chains of leprosy, empowering people to attain healing, dignity and life in all its fullness. In Northern Ireland we seek to engage and educate people to help resource and support the work in leprosy affected countries. Through prayer, financial giving, awareness raising and volunteering people from Northern Ireland help to bring about positive transformational change in the lives of those affected by leprosy and support efforts to eliminate the disease.

### *Our Values*

As a non-denominational, Christian organisation we are committed to following the example of Jesus Christ in all that we do. The following Christian values underpin all aspects of our work:

*Dignity* We believe in the intrinsic worth and dignity of every person. With humility, we will treat each individual with equality, dignity and respect and tackle stigma and discrimination.

*Integrity* We believe in being open and transparent in all aspects of our work. We will say what we do and do what we say we will do. There will be a seamless correlation between our message and our actions.

*Compassion* We believe in unconditional love and selfless service to our neighbour, putting the needs, rights and hopes of the whole person at the heart of everything we do.

*Empowerment* We believe in supporting people to identify and use their gifts and talents, control their own lives, and participate in decision making.

*Inclusion* We believe that a healthy and stable society needs to be built by people working together. We respect other faiths and cultures and celebrate the diversity of the society in which we live. We oppose discrimination and anything that marginalises people.

*Excellence* All our activities should be carried out to the highest ethical and professional standards.

### **Looking Ahead and Moving Forward**

After a period of review and consultation, the Board of Trustees approved a new strategic plan at the end of 2016. Over the next 4 years, 2017-2020, TLMNI is seeking to significantly increase financial support to programmes and projects in partner countries. This ambitious goal can only be achieved by increasing donations. By prioritising the fundraising efforts of the organisation 2 new roles are being recruited to invest in and increase capacity in this area.

### **PURPOSE OF ROLE:**

The Donor Development & Fundraising Officer will work closely with the National Director to develop and implement a fund-raising strategy to significantly increase organisational income. He/she will prioritise donor development ensuring that individual supporters receive excellent care and are enabled and supported to deepen their engagement with the work of the Mission. The Officer will also develop and implement new donor acquisition strategies for online and offline fundraising and ensure adequate follow up which maximises opportunities and increases donor retention.

We are seeking a highly motivated individual and team player with relevant, proven experience, excellent organisational and communication skills with the ability to build and develop relationships. The overall objective of the role is to maximise and increase income from supporter engagement utilising a variety of innovative and tried and tested fundraising methods tailored to the needs of different supporters. The individual will be passionate about supporter engagement. He/ she will need to be able to think creatively and develop new ideas and also be confident in speaking publically.

The Donor Development & Fundraising Officer will work closely with the Database Administrator, and other staff, to manage and analyse donor supporter information generating reports and targeted mailings as required. They will ensure best practice and compliance with UK Data Protection legislation and relevant guidance from the Fundraising Regulator.

Completed applications must be returned by **12 noon on Monday 24<sup>th</sup> April**. Applications submitted after this will not be accepted. Interviews are currently scheduled for **Friday 5<sup>th</sup> May 2017**.

If you require any further information or any assistance with completion of your form, please contact Joy Jamieson via email at [joy@tln-ni.org](mailto:joy@tln-ni.org) or telephone 028 9262 9500.

## ROLE DESCRIPTION

### Donor Development & Fundraising Officer (Fixed Term):

#### **General**

1. Work effectively across the organisation, in support of all team members, ensuring that all activity complies with the charity's mission, policies, procedures and all legislation governing charity activity.
2. To be sympathetic to the Christian ethos and values of The Leprosy Mission and be able to communicate vision and mission in all activities.

#### **Donor Care, Development & Engagement**

1. To increase income from individual supporters, reaching agreed annual targets.
2. To develop and implement communication strategies to give donors excellent care and increase retention (written and verbal).
3. To develop and implement direct marketing appeals and other fundraising material to increase individual giving.
4. To develop and increase regular giving.
5. To analyse current donor giving patterns, segmenting and targeting appeals and resource materials ensuring that they are fit for chosen audience.
6. To develop resources and materials, using appropriate case studies and photographs, to update and deepen engagement with current supporters and to acquire new donors.
7. To promote Gift Aid to donors, increasing sign-ups.
8. To create donor 'thank you letter' templates for appeals, regular givers etc which demonstrate the impact of their giving to individual donors and ensuring that every donor is thanked in timely manner.
9. To attend supporter meetings to thank donors face to face and to make appointments to visit individual supporters, as agreed with National Director.
10. To pray with donors and share prayer requests, as appropriate, as part of staff prayers meetings.
11. To develop and implement new donor acquisition strategies for online and offline fundraising.
12. To develop and implement 'welcome' mechanisms for all first time donors and provide them with personal welcome communication.
13. To develop and implement recognition resources and materials to appreciate long term supporters.
14. To manage and analyse donor supporter information generating regular reports.
15. To be the first point of contact for any donor complaints or concerns, escalating to the National Director as required, with the aim of resolving problems or misunderstandings, ensuring donor satisfaction and deepening relationships with donors.

16. To undertake detailed and timely analysis of individual giving appeals and campaigns to draw out learnings, assess return on investment and continuously learn and improve.
17. To network with peers in the sector and proactively seek out research, knowledge and ideas to enhance donor care, engagement and development.

### ***Fundraising***

1. To raise income to enable increased funding support of TLM programmes and projects in partner projects worldwide.
2. To support the development & implementation of an organisational fundraising plan, reaching agreed targets and to report regularly on same
3. To identify new income generation opportunities
4. To develop new and existing fundraising campaigns
5. To support the Church & Schools Engagement officer to develop new ideas, update materials and resources to increase income and develop donor support from churches and schools
6. To effectively promote and communicate fundraising campaigns through social media, website and written resources and increase electronic communication with our supporters.
7. To communicate effectively with a diverse range of supporters about our mission, campaigns and resources for individuals and organisations, including church services and meetings
8. To ensure and maintain the accuracy and integrity of all data held in the organisation's new fundraising database (eTapestry).
9. To ensure compliance with Data Protection guidelines and best practice based on guidance received from the Fundraising Regulator and other standards relating to fundraising.

### ***Other***

1. To work as a member of the staff team and contribute to its overall effectiveness.
2. To attend and participate in meetings and events as required including staff/team and external meetings/ events. Some of these may be offsite, involve travel (local, national and international), overnight stays and out-of-office-hours.
3. To promote, develop and maintain good relations.
4. To work collaboratively with colleagues in other TLM National offices, particularly those within UK.
5. Observe all relevant Health & Safety rules and regulations of TLMNI to ensure as far as is possible their own safety and well-being as well as that of their colleagues and associates.
6. To undertake training and development that may be considered necessary and actively participate in supervision/ feedback sessions with the National Director.

The above list is not an exhaustive list of duties and we reserve the right to vary this from time to time.

**PERSONNEL SPECIFICATION**  
**Donor Development & Fundraising Officer (Fixed Term):**

	<b>Essential</b>	<b>Desirable</b>
<b><i>Experience:</i></b>		
At least 2 years' experience working in a similar role	<b>Yes</b>	
Proven track record of developing & implementing successful fundraising campaigns	<b>Yes</b>	
Proven track record of meeting and/or exceeding agreed fundraising targets	<b>Yes</b>	
Knowledge and experience of using different fundraising methods	<b>Yes</b>	
Experience of working with a recognised fundraising CRM system, including data analysis and segmentation	<b>Yes</b>	
Experience in working in a customer/supporter focused environment and dealing with members of the public	<b>Yes</b>	
Experience in project management		<b>Yes</b>
<b><i>Qualifications:</i></b>		
3 <sup>rd</sup> level qualification or work acquired equivalent	<b>Yes</b>	
<b><i>Skills &amp; Abilities:</i></b>		
Excellent working knowledge of Microsoft including Word, Powerpoint, Excel and Outlook	<b>Yes</b>	
Excellent numerical skills, attention to detail and proven accuracy skills	<b>Yes</b>	
Excellent proven organisational and planning skills and ability to meet deadlines	<b>Yes</b>	
Experience of planning, monitoring and evaluating a project/ activities within agreed budget	<b>Yes</b>	
Effective time management skills with proven ability to prioritise and balance competing priorities	<b>Yes</b>	
Able to think creatively and develop new ideas		<b>Yes</b>
Working use of social media channels and experience of uploading information to websites		<b>Yes</b>
<b><i>Communication and Team Working :</i></b>		
Excellent interpersonal and communications skills (written and oral) with the ability to inspire trust and enthusiasm	<b>Yes</b>	
Proven ability to construct and deliver a compelling case for support	<b>Yes</b>	
Excellent presentation skills	<b>Yes</b>	
Confident communicating on the telephone, and face to face, enjoys building relationships with people	<b>Yes</b>	
Proven ability to work as part of a team but also able to work independently on various tasks and projects	<b>Yes</b>	
Experience of working with and supporting volunteers		<b>Yes</b>

<b>Approach to Work:</b>		
Flexible attitude to work and a willingness to help out where needed	<b>Yes</b>	
Ability to work evenings and weekends according to the requirements of the post	<b>Yes</b>	
Willingness to learn and to share learning for the benefit of TLMNI and others	<b>Yes</b>	
<b>Other:</b>		
Understanding of the vision, mission and Christian values of The Leprosy Mission and a working style that reflects these and able to meet the genuine occupational requirement	<b>Yes</b>	
Knowledge of the NI Christian Charity and Third sector context and UK Data protection guidelines		<b>Yes</b>
Knowledge of fundraising, particularly Direct marketing, and the donor development journey	<b>Yes</b>	
Valid clean driving licence and access to a car to undertake any travel for business purposes that may be required with this role	<b>Yes</b>	
Knowledge of International Development		<b>Yes</b>

*The interview panel reserve the right to apply all essential and desirable criteria when shortlisting candidates for interview.*

**Genuine occupational requirement to sympathise with the ethos of the Christian faith:**

The Leprosy Mission Northern Ireland is a Christian development organisation which seeks to follow the example of Christ as we cure, care for and restore those affected by leprosy globally and as we engage and educate people locally, where Churches and individual Christians are prioritised as key partners in our work. The Donor Development & Fundraising Officer will be required to speak at church meetings and events, select appropriate scripture for communications, produce resources that reflect TLM as a faith based organisation and pray with supporters, as appropriate. The role therefore requires you to be sympathetic toward the ethos of the Christian faith and able to perform these duties effectively.

**Safeguarding Vulnerable Adults:**

The role of Donor Development & Fundraising Officer will come into close working proximity with vulnerable adults on a weekly basis and as such all applicants are asked as part of their application form to confirm if there is any known reason why they could not take up a position working regularly with vulnerable adults. Any successful applicant who works in a role that includes regulated activity relating to vulnerable adults and/ or minors will be asked to complete an application form for an Access NI check.

**Donor Development & Fundraising Officer  
General Terms of Employment:**

<b>Duration:</b>	Fixed Term 24 Months (with potential of extension)
<b>Hours:</b>	35 hours per week, evening or weekend work may be required. In that case, time off in lieu can be pre-agreed with the National Director. Normal office hours are Monday – Friday, 9am – 5pm The role is expected to be delivered 5 days a week, with 1 hour unpaid lunch break
<b>Salary:</b>	£23,398 - £24,964 per annum (NJC Scale 6, Pt 26-28)
<b>Holidays:</b>	25 days annual leave (full time) plus statutory holidays
<b>Probation:</b>	6 Months On successful completion of 6 months probationary period, the appointment will be confirmed and based in Lisburn
<b>Pension:</b>	Membership of TLM's Defined Contribution Pension Scheme (employer contribution 10%)
<b>Expenses:</b>	Legitimate expenses incurred in the fulfilment of the duties of the post will be reimbursed as per organisational policies and procedures. Mileage allowance is currently set at 45p per mile if required to use own vehicle for work purposes.
<b>Benefits:</b>	Child care voucher salary sacrifice scheme
<b>Period of Notice:</b>	Less than six months service = 1 week Six month's service or more = 1 month The appointment may be terminated by either party as per above and when notice is given in writing