

Job Description

Fundraising Officer (Membership and Legacies)

Purpose:	To promote, administer and process all centrally driven membership schemes, annual giving and major donor programmes in order to maximise income. To facilitate membership recruitment and fundraising by local groups. To promote and administer legacy giving.
Responsible to:	Head of Fundraising and Membership
Number of hours:	36 hours (net)
Location:	National Office, London
Job Level:	5

Key Tasks

Working as part of the Fundraising and Membership Team and in collaboration with colleagues in communication and regional teams the post holder will:

1. Membership Development and Processing

- Manage the entire membership life cycle – sale, payment, new member communications, member benefit administration and renewal
- Design and deliver effective membership recruitment campaigns
- Produce literature to promote membership (including sourcing of material from CCT databases, producing designs, liaising with external professionals and printers)
- Assist with the production and distribution of the membership magazine
- Produce membership communications including regular updates via email
- Communicate with members and donors on the telephone as needed, providing the highest-level of customer care
- Assist with processing of all membership schemes, including receipt of payments
- Assist with processing membership welcome packs and renewals for all tiers of the programme
- Ensure donor information is accurately maintained on ThankQ and other information and administrative systems, ensuring that all data protection and information security policies are adhered to
- Assist with processing of donations and payments for events.

2. Legacy Marketing and Processing

- Develop and implement annual and long term plans for legacy income generation integrated with existing events, products and campaigns.
- Produce a range of promotional materials for legacy fundraising, including all stages from development to delivery
- Plan and organise events to raise awareness and cultivate potential legacy supporters.
- Ensure ThankQ is up to date with all legacy contacts made, review its usefulness and promote its use to the wider CCT
- Plan and implement suitable mailings to secure legacy pledges from new and existing supporters
- Develop the legacy fundraising presence on the CCT's website

- Explore ways to give legacy fundraising a greater online presence at appropriate points in the process, e.g., an electronic Book of Thanks, e-pledging, online enquires etc.,
- Create opportunities based on membership data to cultivate new legacy donors
- Create presentations for local solicitors, community organisations, Friends groups and volunteers to promote the need for legacy income and supply relevant marketing tools to allow ongoing support
- Record, evaluate and review all legacy development activity and produce reports as requested.

2. Annual Appeals

- Develop materials for direct mail / email campaigns including liaising with designers, printers and mailing houses
- Assist with the delivery of the direct mail programme
- Collaborate with Communications Team to develop awareness and widen potential pool of donors.

3. Events

- Assist with the development of a short programme of events to cultivate higher level donors
- Attend recruitment and cultivation events across the country where appropriate
- Support the delivery of an annual programme of church/project tours. Collaborate with regional colleagues to develop itineraries, create promotional materials and website details and process bookings.
- Attend and support other fundraising events in collaboration with Events team as needed.

4. Day to Day Delivery

- Be a first point of contact for donors/members, respond to enquiries promptly and in a professional manner
- Perform other duties as necessary at the request of the Head of Fundraising and Membership.

Additional Information

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, volunteers and visitors. All staff have a responsibility to manage risk within their sphere of responsibility.

All Trust employees are accountable, through the terms and conditions of their employment, and statutory health and safety regulations, and are responsible for reporting incidents, being aware of the risk management strategy and emergency procedures and attendance at training as required.

Data Protection

If you have contact with computerised data systems, you are required to process and/or use information held on a computer in a fair and lawful way. You are also required to hold data only for the specific registered purpose and not to use or disclose it in any way incompatible with such purpose.

Person Specification

Requirement	E	D
Qualifications and Training		
1. Educated to degree level or equivalent	X	
2. Experience / training in use of desktop publishing software e.g., InDesign	X	
Experience		
3. An established track record in working with membership organisations	X	
4. Experience of delivering event/campaigns to deliver membership growth and add value	X	
5. Experience of devising effective communications for new and existing audiences	X	
6. Established experience in targeted legacy marketing	X	
7. Experience of devising and delivering membership and legacy events		X
Knowledge, Skills and Abilities		
8. The ability to work effectively with digital platforms and social media	X	
9. Thorough familiarity with Microsoft Outlook, Word, PowerPoint, Excel and a CRM database	X	
10. The ability to prioritise to work effectively with available resources and balance attention to detail with meeting deadlines	X	
Personal Qualities		
11. Excellent communication and presentation skills	X	
12. Tact, diplomacy and ability to maintain high levels of confidentiality	X	
13. Flexibility, enthusiasm and willingness to work as part of a team.	X	

Job Requirements

This role is London based, with the requirement to travel around England on a regular basis.

Safeguarding and Equal Opportunities

The Churches Conservation Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

All staff are expected to understand and be committed to Equal Opportunities in employment and service delivery.