

Role Profile

Overview	
Role	Fundraising & Relationship Officer
Main Purpose	To develop relationships with supporters to build long term loyalty, foster supporter satisfaction and retention. Create and manage fundraising initiatives and campaigns to generate income by engaging with existing and new supporters.
Department	UK Partnerships Department
Location	Head Office, Manchester
Reporting To	Corporate & Supporter Relations Manager
Key Result Areas	
<ul style="list-style-type: none"> • Generate income through effective fundraising initiatives and campaigns, working with the Data Management Officer and communications team to target supporters strategically and achieve agreed fundraising targets • Increase engagement, improve retention and strengthen relationships with existing and new supporter groups working collaboratively with the communications team to implement innovative supporter journeys • Develop our Ambassador initiative, using innovative and creative approaches to generate more Hope for Justice speakers, community groups and volunteers • Increase capacity of Supporter Relations team by managing volunteers and maximise engagement from this group. 	
Main Duties	
<ul style="list-style-type: none"> • Lead on the development of community and challenge events fundraising activity, collaborating with key stakeholders across the organisation • Create and manage fundraising campaigns and initiatives, collaborating with the communications team to develop engagement strategy • Handle incoming enquiries from supporters by phone, email and post, being the first port of call for all supporter engagement, signposting to other colleagues where necessary to maximise engagement • Represent Hope for Justice by speaking at/attending relevant events, using your networking and relationship skills to build contacts and recruit new supporters • Work with the Data Management Officer to ensure key supporter details/income and agreed activities are recorded onto the CRM, Donorfy 	

- Develop the supporter journey by ensuring communications are properly targeted through careful and accurate segmentation of constituents on the database
- Create opportunities to engage with our speakers, community groups and volunteers with new and innovative content that will inspire them to fundraise, raise awareness and represent Hope for Justice at events and in their communities
- Manage partnerships volunteers through recruitment, to induction and task delegation. Ensure all volunteers are added to CRM and segmented for regular updates
- Work with the Data Management Officer, to monitor and analyse the performance of all fundraising and supporter engagement activity; reporting regularly on progress/key learnings and making strategic recommendations on how we can improve.

Soft Skills

- Relationship management
- Entrepreneurial mind-set
- Communication skills
- Creative problem solving
- Self-motivation
- Leadership
- Ability to work under pressure
- Time management

Technical Skills

- Administration
- Data analysis
- Software proficiency for Microsoft Office
- Experience of using CRM (desirable)
- Experience of using fundraising platforms such as JustGiving/ Virgin Giving and Facebook Fundraising (desirable)

Experience & Education

- 2 years' experience in a similar role, preferably within the charity sector