



Fundraiser – Job Description

Accountable to: Chief Executive

Line managing: 2 x Fundraising Administrators

Other relationships: Close collaborative working with those BDFA Trustees with specific responsibility for fundraising.

20 Hours per week £30k pro rata

Purpose

To play a key role in the business development of the BDFA by generating income for the BDFA with a particular focus on trusts, corporate and individual giving through the implementation of the BDFA income generation strategy. To lead the annual refresh of the income generation strategy and contribute to the marketing of the BDFA in order to create a positive brand which is attractive to funding bodies and individuals.

To develop relationships with key stakeholders, major influencers and funding bodies in order to ensure the BDFA remains competitive in the fields of commissioning and fundraising.

Duties and responsibilities

A. Income Generation

- A1 Identify key projects with the CEO and Support and Advocacy Team which require funding to implement including areas for organisational growth and development.
- A2 With BDFA team outline measurable impact objectives for all areas of fundraising work streams.
- A3 With CEO and BDFA Board of Trustees review workstream impact and success against defined targets.
- A4 Research suitable funding routes for all aspects of BDFA business delivery
- A5 Work with the CEO to develop an annual fundraising budget and plan of priority funding targets
- A6 Create an annual Income Generation Strategy (to include the above plan) which retains the ethos and values of the BDFA as an organisation.
- A7 Lead on the development of applications to trusts and other funds to ensure successful income generation for the BDFA.
- A8 Develop a model for generating income from individual donors and key influencers.

BDFA, 4 Boundary Rod, Farnborough GU14 6SF
admin@bdfa-uk.org.uk 01252 416323
www.bdfa-uk.org.uk

Charity Number 1084908



B. Marketing

- B1 Create a robust and wide ranging case for support for the BDFA which can be used to generate funding specific marketing materials.
- B2 Support the development of marketing materials for existing and new members to ensure a coherent brand which supports income generation is implemented.
- B3 Identify opportunities to promote the BDFA to potential funders and donors.
- B4 Work with the CEO to identify and enter relevant award opportunities to recognise and celebrate the development of the BDFA

C. Stakeholders

- C1 Develop relationships with key funding stakeholders in order to ensure the BDFA has a high level of understanding of their funding priorities and how the BDFA could support them.
- C2 Promote the values of the BDFA and key projects which require finance to funding bodies, corporate partners and individuals.
- C3 Promote the work and values of the BDFA at relevant partnership meetings, funding events or through local or national networks.

D. Reporting

- D1 Ensure that reporting requirements for any application are considered and support the development of suitable systems to ensure successful completion of returns to funding bodies.
- D2 To support the development of annual reports and returns as required in order to create a coherent case for supporting and brand which promotes income generation for the BDFA.
- D3 To produce regular reports to the Trustee Board demonstrating progress against the Fundraising Strategy.
- D4 Oversee fundraising team production of Batten Bulletin, social media and website entries

E. Other Duties

- E1 To act on behalf of the BDFA when requested and to represent it when required at meetings with external organisations.
- E2 To implement the BDFA's Equal Opportunities Policy and to work actively to overcome discrimination on the grounds of race, sex, disability, sexuality, or status in our work. To take responsibility appropriate to the post for tackling racism and promoting good race, ethnic and community relations.



- E3 To undertake any other duties that may be necessary, commensurate with the grade and nature of the post.
- E4 To perform duties outside of normal working hours, where necessary, including evening meetings and particularly in the event of emergencies, breakdowns, delays, backlogs of processing, or where specific additional workloads exist.
- E5 Respond to the evolving needs of the organisation by regularly reviewing task, responsibilities and workload distribution.
- E6 Management and development of direct reports, participation in staff appraisals and relevant training opportunities.



Person specification

Knowledge and experience

- Degree level or equivalent qualification.
- High levels of literacy, numeracy and excellent IT skills to support this.
- Thorough knowledge of the funding arrangements of Third Sector organisations, particularly the funding environment for small to medium sized organisations.
- Evidence of successful income generation for a small or medium sized organisation from a diverse range of sources.
- Experience of working with corporate supporters to develop income for projects and organisations.
- Experience of negotiating sponsorship and in-kind corporate support.
- Experience of working with key stakeholders and individuals to promote the work of organisations and develop income generation.

Skills and abilities

- Ability to work with a broad range of individuals and organisations in order to promote the cause of the BDFFA.
- Ability to positively influence others promoting the values and ethos of the BDFFA.
- Excellent written skills and good numerical and analytical skills.
- Excellent presentation skills and ability to create a range of approaches to promotional and presentation materials.
- Ability to organise, prioritise own workload and have excellent time management being able to work under pressure to meet deadlines.
- Good creative thinking and problem solving skills.
- Excellent project management skills.
- Excellent verbal and written communication skills with strong interpersonal skills.
- Ability to work proactively and without close supervision within agreed parameters, as well as being flexible and adaptable.
- Competent in use of IT applications such as Excel, Word and Powerpoint

Personal attributes

- Passionate about supporting families affected by Batten disease and the need to find potential treatments.
- Self- assured and determined.
- Energetic and solution-orientated.
- Hardworking, committed and self-motivated.
- Friendly, polite and well presented at all times.
- High level of attention to detail.
- Enthusiastic and reliable.
- Team Player