

Fundraising and Communications Officer

Job description

The Fundraising Officer will play a significant role in the overall income generation strategy that will diversify our channels and supporters to meet our organisational objectives.

You will be responsible for stewarding a current pipeline of donors whilst also identifying and prioritising prospect fundraising opportunities through individual and community giving, online events and planning restart and delivery of our own in-person charity events, corporate (charity of the year) and legacy giving.

Your impressive donor acquisition portfolio and a talent for building and nurturing great working relationships means that you'll get started right away. Fundraising appeals and campaign concepts excite you and you'll want to take the donors on a meaningful journey for them to become fully involved supporters. You will achieve this by developing a sound fundraising toolkit to enable tracking and reporting of all aspects of fundraising to inform growth of the organisation.

As the Fundraising Officer, you will be responsible for delivering Scottish Cot Death Trust's fundraising strategy and developing income streams across all fundraising areas. One area which is currently outsourced is Trust and Grant applications. This will be reviewed in 2022.

You'll wear different hats ranging from managing the CRM to providing assistance to supporters in the community, seeking opportunities to raise the profile of Scottish Cot Death Trust. You will use your creativity to provide new and engaging opportunities for fundraising. You will be using your initiative to implement innovative approaches to individual and community fundraising to ensure each output has a clear call to action.

To confidently communicate with the public is second nature to you and you'll positively influence and persuade people to support Scottish Cot Death Trust at exhibitions and events.

You will have ambitious fundraising targets to help us in mission to eradicate sudden unexpected death in infancy. We are recruiting for an ambitious, confident, and engaging Fundraising Manager to develop and grow our supporter network and income across all areas in Scotland.

Putting the supporter first, you'll maximise income and awareness for Scottish Cot Death Trust through proactively securing and managing community and corporate fundraising partnerships whilst recruiting/supporting networks of fundraising groups, supporters and volunteers.

With fantastic fundraising and communications knowledge matched by your passion for the cause which will enable you to help our supporters to achieve their ambitious fundraising goals. You'll also proactively build and develop fundraising groups and recruit individual volunteers and supporters, securing fundraising partnerships and delivering national campaigns, local projects, and maximising community engagement.

Responsibilities of the role

The Fundraising and Communications Officer will work in the following areas:

1. Fundraising

Work autonomously in three main categories

- Community Fundraising

- Support existing and develop new opportunities to engage communities in fundraising for Scottish Cot Death Trust
- Fully support community fundraising taking place across Scotland from conception through to thanking supporters for fundraising
- Build lasting relationships within communities where there is dedicated support for the charity and establish new relationships where the organisation does not have a strong presence
- Commit time and energy to create opportunities for fundraising across Scotland in a wide spectrum of venues / third party events / within local organisations
- Ensure fundraising is integral to the other charitable activities, such as education and support
- Fundraising Events
 - Develop innovative ideas for sponsored events.
 - Organise and run fundraising events.
 - Work on new digital fundraising campaigns.
- Corporate fundraising
 - Research and identify potential corporate partners / charity of the year opportunities.
 - Develop existing and pitch for new corporate relationships to maximise staff fundraising, Corporate Social Responsibility (CSR), gifts in kind and other forms of donated services.
 - Work with companies to receive pro-bono support for the charity.

2. Individual Giving & Managing the CRM

- Manage all aspects of the Scottish Cot Death Trust charity contact database (licensed by Raiser's Edge).
- Update records of all fundraising campaigns, donors and contact information.
- Use the database to generate new funding from historic supporters.
- Maintain stewardship of new individual givers and continue stewardship with regular givers.

3. Communications

- Be the social media expert, monitoring and growing the charity's presence on Facebook, Twitter, Instagram, LinkedIn, and other sites as required. Work with colleagues to produce regular blogs, and e-newsletters to promote our work.
- Ensure that there is a balanced promotion of all charitable activity, not limited to fundraising.
- Work with the trustees and families supported by the charity to collect family stories to inform promotion of the charity and funding applications.
- Collect and keep a record of all contact and identification via social media.
- Develop extensive press and social media influencer contact lists.
- Recruit charity ambassadors to help promote the organisation and its work.
- Ability to manage multiple tasks and prioritise workload.