

Role Profile – Relationship and Supporter Care Fundraiser (0.69 FTE)

Reports To: Head of Fundraising

Role Purpose:

This role is central to our relationship fundraising strategy. The role centres on the development and management of community fundraising events and relationship building with donors, fundraisers and volunteers who all play a vital part in helping us support people with sight loss.

The Relationship and Support Care Fundraiser will provide a high level of donor care and stewardship, administer donations accurately and raise funds through community fundraising. You will play a pivotal role within the team to ensure that donors and supporters are cared for and nurtured in a way that feels personal to them. The role requires community fundraising experience, excellent attention to detail, high levels of customer service and relationship building skills.

All roles within Sight Scotland and Sight Scotland Veterans are expected to work to our values and Our Ways of Working framework:



Our Ways of Working - Managing my Work

The main responsibilities and accountabilities of this role are:

Community Fundraising

- To create, sustain and develop relationships with existing and new supporters through community fundraising methods
- Liaise with marketing colleagues to ensure the promotion and advertising for, Sight For Sight and third party events at relevant times throughout the year
- Recruit participants for appropriate events including the Kiltwalk, Edinburgh Marathon, Sight for Sight and any new virtual or in person community events as they happen
- Build and manage a fundraising supporter and volunteer pipeline to achieve income targets
- Provide excellent donor stewardship at all times to community fundraising participants and record appropriately on the database
- Where and when applicable attend events for example the Kiltwalk and cheque presentations as part of the donor stewardship programme
- Work with the services to build relationships and foster a fundraising culture to help ensure staff become fundraising advocates
- Work with the Volunteer Development Manager to recruit, manage and retain volunteers for fundraising
- Manage all elements of both the static can programme and calendar of bucket collections
- Support any fundraisers organising events on behalf of Sight Scotland
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Donor care and supporter relations

- Ensure Raiser's Edge NXT is accurate and up to date at all times with supporter information and donations
- Accurately add gifts daily on to Raiser's Edge NXT from credit card donations, postal donations, and online donations and in line with procedures
- Deliver all elements of donor care including thank you letters, cards, emails and phone calls in line with procedures and in compliance with the communications preferences of donors including coordinating and producing donor updates
- Create positive relationships with supporters by following the supporter journey flow charts and actively manage journeys through the tools available on the database
- Ensure Raiser's Edge NXT is constantly updated with each step of the donor's journey
- Manage all the relevant CRM activity associated with individual giving campaigns: i.e. appropriate thanking, donation processing and where necessary in collaboration with the Fundraising and Finance Administrator

- Roll out the donor stewardship programme identified by the Planned Giving Fundraising Officer for donors recruited through our Individual Giving programme
- Record all Gift Aid declarations accurately
- Ensure all GDPR consents and withdrawals are recorded on the database
- Ensure all correspondence with donors is accurately recorded on the database
- Manage complaint issues, ensuring that they are responded to within agreed procedures and that they are resolved or escalated as necessary

Merchandise and marketing support

- Manage the Sight Scotland shop including stock levels, orders and customer care
- Coordinate orders of new merchandise including Christmas cards
- Attend any relevant events, especially around Christmas to help sell stock
- Liaise with marketing colleagues to promote the merchandise throughout the year both off and online.
- Research and order branded clothing and merchandise according to requirements
- Manage stock levels and distribution, including lending branded items to services

Other

- To be an enthusiastic and pro-active member of the fundraising team with a close involvement in team meetings, projects and training sessions
- Support fundraising projects and appeals where necessary, working as a team to collectively deliver the fundraising strategy throughout the year and exceed income generation targets
- Attend external fundraising conferences, groups and training where appropriate to ensure sector developments and trends are identified
- Adhere to the highest standards of fundraising practice
- Ensure that all activities comply fully with the relevant Data Protection obligations and any other legislation
- Keep up to date with changes in legislation relevant to community fundraising.

Contribute to the work of the Marketing and Communications department

- Support cross team projects and events
- Work effectively and collaboratively with colleagues across the department
- Where needed represent the organisation at conferences, exhibition stands and events.

Our Ways of Working – Managing Myself and Managing my Relationships

To do this role, you will have:

Professional experience of:

- Working in events, customer service or community fundraising
- Using a CRM database, preferably Raiser's Edge NXT or 7.

Knowledge of:

- Supporter care
- Charitable sector.

Skills:

- Ability to build rapport and engage will with donors face to face, over the telephone and virtually
- Ability to prioritise workload and multi task
- Excellent customer service skills with a friendly and confident telephone manner
- Strong administrative skills with a high level of accuracy and attention to detail
- Excellent relationship building skills both internally to help foster a culture of fundraising and externally to recruit and care for donor and supporters.
- Strong IT skills especially in the use of Microsoft 365 packages

Other:

- Ability to work flexibly including evenings and weekends
- Must have a full drivers licence

It is desirable that you will have:

- Knowledge of the fundraising events sector in Scotland for example, Justrunning events and the Kiltwalk
- Membership of the Institute of Fundraising

On a day to day basis you will work with different people and teams, these could be:

- Heads of Service
- Directors
- Senior Leadership and Management Teams
- Service Users
- Families
- Colleagues

- Other Sight Scotland services
- Senior Staff

Requirements of this role are:

- You are a member of the PVG scheme (paid for by Sight Scotland)
- You will have a 6 month probation period
- That you participate in all staff training and development and maintain your own professional development
- You will wear the appropriate PPE in accordance with current guidance for the role.
- You will follow Sight Scotland's guidance, policies and procedures relating to your own health and safety and that of colleagues and service users at all times.
- You will uphold the principles of Sight Scotland's Dignity at Work and Equal Opportunities policies at all times, working in a way which supports an inclusive work environment that is respectful of differences.

What we can offer you:

- Generous pension scheme
- Discounts for Carers
- Access to learning and development opportunities
- Employee Perks through the Employee Assistance Programme
- Cycle to Work scheme
- And many more, please visit our website for more information

This job profile is not exhaustive. The duties of the post holder may be reviewed from time to time and the employee may be called upon to work in other locations within Sight Scotland or Sight Scotland Veterans.