

JOB DESCRIPTION

FUNDRAISING OFFICER

Purpose of the Post

To lead 4Sight Vision Support's supporter fundraising strategy in West Sussex with a focus on maximising income and lifetime value.

- Deliver and implement the Charity's fundraising strategy by significantly increasing income and support in all areas including new and current prospective individual donors, major donors, one-off gifts and sponsorship.
- Developing and delivering events and working with corporations to secure sponsorship and in-kind support and delivering excellent donor stewardship across all donor relationships.

This is a fixed term role to manage our relationship fundraising across West Sussex.

Key Responsibilities:

- 1) Deliver strategic fundraising plans and budgets to maximise income from existing and new supporters across all ranges of income streams, including employee fundraising, sponsorship, donations, gifts in kind and legacies, in line with the overall fundraising strategy.
- 2) Maximise the value, diversity and longevity of the supporter relationship portfolio through excellent stewardship and relationship management, including developing donor plans, re-engaging with current and lapsed supporters, monitoring progress and identifying and optimising growth opportunities.
- 3) Monitor progress against strategic plans and budgets producing regular fundraising and activity reports and other agreed KPIs, including compiling regular budget reforecasts.
- 4) Develop and manage the major donor pipeline, including identification, research and qualification of potential major supporters, ensuring all potential connections are maximised.
- 5) Develop, plan and deliver an appropriate range and level of charity events programme, its products and partnerships to significantly increase donor income.
- 6) Plan and attend donor cultivation meetings and events to build strong links with prospective high-level donors, individual supporters and corporates.
- 7) Identify, contact and maintain relationships with key supporters with a focus on developing long term support.

- 8) Develop and nurture relationships with potential funders and fundraisers, e.g. high net worth individuals, corporates/businesses and any other philanthropic organisations.
- 9) Work with 4Sight Vision Support staff and volunteers engaged in the fundraising areas to maximise their results, retention and professional development.
- 10) Work with the Community Fundraiser and Marketing & Communications Officer to identify and maximise PR opportunities.
- 11) Be an outstanding advocate for 4Sight Vision support, writing materials and devising presentations in line with the core values and brand identity of the charity, with the skills to communicate with conviction to a wide variety of potential supporters.
- 12) Be a lead specialist in cultivating and nurturing major relationships and maintain strong knowledge of relevant legislation and best practice.
- 13) Ensure the effective management of all major relationships and fundraising activities, ensuring that all relevant information is accurately recorded and kept up to date
- 14) Develop and maintain effective and professional relationships with colleagues at all levels.
- 15) Develop and maintain specialist knowledge of trends and developments in the sector through completing relevant training, reviewing relevant press and publications and keeping up to date with industry news.
- 16) Gain and maintain in-depth knowledge and understanding of the Charity's work, priorities and future plans and act as a spokesperson for the Charity when required, including at networking events and other external occasions as required and appropriate.

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.