

Fundraising Coordinator | Role profile



Job title	Fundraising Coordinator
Reports to	Senior Communications Executive
Location	Friends of ANCHOR fundraising office within Balmoral Group, located in Altens
Contract	Permanent, full time
Hours	37.5 hours a week
Salary	£as agreed

The purpose of the post

This is a pivotal role designed to support the fundraising function of Friends of ANCHOR. Reporting to the Senior Communications Executive and working alongside a fellow Fundraising Coordinator, you will work closely with the fundraising team and communications team to ensure strategic objectives are met.

The key responsibilities

Challenge Events and fundraiser support

- Handling all initial Challenge Event sign-ups and enquiries by phone or email
- Delivering recruitment campaigns to encourage sign ups for the annual programme
- Building relationships with challenge event fundraisers to drive motivation, engagement and fundraising efforts
- Assisting Challenge Event fundraisers with promotion of their efforts through social media and promotional material, and post-event acknowledgement
- Timely, personalised acknowledgement of support and upkeep of Challenge Event fundraiser records on Donorfy database
- Gathering data for quarterly committee report

Event support

- Crucial support for Friends of ANCHOR's three major annual fundraising events: Brave, Courage on the Catwalk and Gala Golf Event, and other events that may be introduced
- Communications support for events, including copy writing for event programmes and auctions
- Acting as point of contact for particular event suppliers and delegates

Merchandise

You will hold responsibility for the charity's merchandise, which has become a meaningful stream of income in recent years. This will include:

- Maintaining the charity's online shop hosted through Shopify, including strategic promotion of dead stock
- Managing inventory and accurately recording stock, including that sold within the ANCHOR Unit
- Managing the sale of merchandise at in-house and affiliated events
- Sourcing new lines of merchandise as an income stream for the charity
- Managing festive fundraising and festive donations
- Handling the management and growth of the charity's Be the Change [collection can] ambassadors

Communications support

- Support to the communications team with social media content generation and management
- Copy writing for event programmes and the charity's quarterly magazine, Spotlight

Team support

- Office management including upkeep and ordering of office stationery
- Administrative support to the wider team including online donor care correspondence and wellbeing administrative duties
- Creating and updating in-house artwork as required using online software Canva

What we're looking for: the person specification

Stewarded by a committee and board of trustees, Friends of ANCHOR functions as a small team of 8. The staff comprises an office-based fundraising team and a hospital-based wellbeing team. A further 8 NHSG posts are funded within the ANCHOR Unit. These are the skills and attributes that would be beneficial in this role.

- An excellent work ethic, able to coordinate and prioritise a varied workload in an often busy environment
- Someone with a flexible approach to work situations, who is receptive to new ideas and discussions
- Someone with very good attention to detail who strives for excellence in their work
- Excellent communication skills with the ability, confidence and charisma to build rapport with peers, fundraisers, and volunteers
- Open to occasional out-of-hours work as required

What we're looking for: experience

The experience that would be considered a good fit for this role includes:

- Degree-educated
- A driving licence with access to a car would be beneficial. A company vehicle is provided for work journeys
- A strong and articulate writer who can support with the creation of written copy
- Literate in Microsoft Word, PowerPoint, and Excel
- An interest or experience in design [related to the creation of posters + other fundraising materials]

Conditions: Subject to successful completion of a probationary period.

How to apply:

Please apply in writing with CV and covering letter to Naomi Forrest naomi.forrest@friendsofanchor.org by close of business, Monday 9th January. Interviews will be held that week. *Please note that a covering letter will be key to the success of your application, and applications without a covering letter will not be accepted.*