

Job Description

Job Title: Individual Giving Fundraiser

Location: Gateshead

Responsible to: Director – Programme

Salary: £30,000 pro rata

Hours worked: 21 per week (P/t)

Contract: Freelance

Purpose of the Post

- To support the Directors to develop and maximise income from individual giving.
- To deliver a step change in the organisation's approach to communicating to customers and the public through memberships, subscriptions etc.
- To strengthen the offer and identity of Equal Arts through strong and persuasive communication to the wider public in relation to supporting opportunities regionally, nationally and internationally.

Main Duties and Responsibilities

- To work with staff and associates to develop individual giving services, products and ideas and bringing them to fruition.
- To devise and implement plans for donor / customer recruitment
- To implement plans for donor / customer development to grow a committed giving scheme
- To be part of setting and meeting 3 year targets
- To scan the external market and maintain business intelligence on market opportunities and areas of growth.
- To liaise with customers to test ideas and sell memberships, subscriptions, products, services and e-resources.
- To liaise with potential partners and broker appropriate partnerships and collaborations.
- To monitor progress and produce performance data and analysis.

Other

- To work within the policies and procedures of Equal Arts and apply consistent principles of diversity and equal opportunities throughout the work of the organisation.
- To prepare and report on a timely basis to the Co Directors and attend All Staff meetings.
- To contribute to and inform cross organisational projects.
- To work closely with the Co Directors to drive business change and improvement.
- To undertake any duties as may reasonably be required.

PERSON SPECIFICATION	ESSENTIAL
EXPERIENCE & QUALIFICATIONS	<ul style="list-style-type: none"> • Experience of and proven track record in Individual Giving • Demonstrable experience of achieving targets through a range of Individual Giving and donor development strategies • Experience engaging and maximizing opportunities offered through differing organisational teams. • Relevant qualification to a minimum of degree level or beyond
SKILLS & ATTRIBUTES	<ul style="list-style-type: none"> • Excellent knowledge of Individual Giving arena with the skills to plan, initiate and implement strategies in order to reach targets • Excellent persuasive writing skills which can be applied to a range of content and platforms • Strong communication and interpersonal skills and ability to build relationships with programme participants, customers and partners. • Ability to manage own workload, prioritise competing demands and work to deadlines • Excellent numerical ability • Competent in the use of IT applications, Microsoft Office applications
KNOWLEDGE & OTHER	<ul style="list-style-type: none"> • Understanding of the challenge for voluntary sector organisations and solutions for sustainability • Empathy with Equal Arts' mission, values and outcomes. • Empathy with Creative Ageing sector stakeholders and the communication skills to engage across the sector • Understanding of the value of social media as a marketing and communication tool alongside traditional tools • Commitment to equal opportunities

DESIRABLE
<ul style="list-style-type: none"> • Have an understanding of Creative Ageing and culture sectors • Have an understanding of Adult Social Care, Health, Voluntary, Community sectors

Closing Date for applications:

Noon on Monday 25th January

Interview Dates:

Friday 29th January

Completed Application Forms to be returned to:

information@equalarts.org.uk

or

Equal Arts, Swinburne House, Swinburne Street. Gateshead NE8 1AX

<p>PLEASE DO NOT ENCLOSE A CV ALL APPLICATIONS MUST BE RECEIVED ON THE APPLICATION FORM</p>
--