Fundraising & Communications Officer

Reporting to: Head of Development

Liaison with: All members of staff, Development Board, Trustees and external stakeholders

Contract period: Permanent, Full time 35 hours Monday-Friday

Salary Range: c£27k per annum depending on experience

Usual working hours: 9.30am – 5.30pm

Location: South Kensington, West London, is our normal place of work.

Introduction

British Exploring Society is a world class youth development charity with a unique heritage, founded on the belief that challenging experiences can define lives, empowering and equipping young people with the courage, skills, resilience and determination to make the most of their future.

We prepare and take young people on expeditions to remote locations where they face challenges, gain skills and learn about themselves – as well as acquiring knowledge relevant to their lives and to the fragile environments that they explore.

The results are transformative – not just in terms of practical skills and resilience, but in a new-found confidence and self-belief which they carry forward to their future life.

More than this, through their adventure together, our young people forge friendships for life and become part of a unique supportive and continuing community of explorers with shared experiences, values and perspectives on the world.

We are an equal opportunities employer and do not discriminate on the grounds of gender identity, sexual orientation, marital or civil partner status, race, colour, nationality, ethnic or national origin, religion or belief, disability, or age.

We are committed to building an executive and volunteer team that together represent a diverse variety of backgrounds, skills, and perspectives on the world. The more inclusive we are, the better we think we’ll be at delivering our charitable aims.

If you are interested in applying and require any accessibility adjustments to the interview process, please do let us know when you apply. Thank you.

The Role in Detail

The Fundraising & Communications Officer supports the varied activities of the Development Team and helps generate income for British Exploring Society via fundraising appeals, events and relationship management. The role provides an excellent opportunity for a pro-active, energetic, self-starter, looking to further develop their fundraising skills.

We’re looking for a driven individual with engaging communication skills (written and verbal), who will use their creativity to boost our results and help us achieve our fundraising targets. They’ll have excellent organisational abilities and a high attention to detail – ability to proof-read and pick up inconsistencies.
Alongside their professional skills, they will need to demonstrate empathy with the work of the charity and a commitment to the mission, vision and values of British Exploring Society. At British Exploring Society we travel economy and stay in hostels – but we work with a wide range of stakeholders who require high levels of polish, care and perfect discretion.

Our Fundraising & Communications Officer will be joining an ambitious team which is passionate about working with supporters to provide life-defining opportunities for young people facing challenges.

**Main responsibilities & accountabilities (including but not limited to)**

**Income generation**
- Manage and grow the Regular Giving portfolio, creating inspiring appeals to increase financial support
- Work with Membership Officer to drive acquisition activity to increase the number of Members making a financial gift
- Support in the development and delivery of a new Legacy Giving campaign

**Prospecting**
- Identify Regular Givers who have the potential to make gifts of £1000+ and work with the Major Gift Manager to convert these supporters to Patrons
- Support the Development team in identifying individuals and trusts and foundations, who have the potential to make gifts of five-figures+
- Prepare and deliver quality, tailored prospect research profiles and reports
- Carry out due diligence research for the Development team

**Engagement & Stewardship**
- Support and manage the design and production of materials, reports, case studies and internal communications
- Provide planning and delivery support for virtual/in-person events and seminars, dinners, philanthropy breakfasts, private receptions – including pre/post event briefings

**Fundraising Systems & Reporting**
- Be the Development Team’s ‘CRM champion’, working closely with the team and internal stakeholders to improve systems and process to ensure efficient management of the fundraising programme
- Maintain excellent record keeping, updating our CRM system (Podio) with donation and supporter information
- Manage third-party platforms, such as Enthuse, Just Giving and produce insight reports
- Oversee the dedicated Fundraising inbox and respond to ad hoc supporter queries

**Other**
- Undertake other tasks as delegated by the Head of Development as necessary for the post
- Following a full induction, participate in the team rota as a Duty Officer during periods when the charity is running 24-hour support service for our expeditions
- Represent the charity at external events in a professional manner
- Adhere to the charity’s policies, procedures and working practices
- Ensure all records are held in compliance with the Data Protection Act, GDPR, the Chartered Institute of Fundraising and British Exploring Society’s policies

**Confidentiality**
The post holder may have access to confidential information concerning young people and will always maintain confidentiality.

**Person Specification**

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<tr>
<th>Skills, Knowledge, Competencies and Understanding</th>
<th>Why we need these</th>
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<tbody>
<tr>
<td>Competent in managing fundraising/marketing campaigns from conception to delivery</td>
<td>You will take responsibility for specific tasks and projects across our portfolio of engagement and stewardship communications. These communications will help raise funds to support our programmes as well as encourage supporter loyalty. You will be expected to support the planning, delivery and evaluation of such activities</td>
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<tr>
<td>Involvement in co-ordinating and managing virtual and in-person events from concept to delivery</td>
<td>Events are a key element within our supporter journey strategy and give our supporters the opportunity to hear directly from us. You’ll be involved, to varying degrees, in the planning and delivery of these events</td>
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<td>Experience in setting and achieving financial goals</td>
<td>A fundraising target is attached to the role, and you’ll be responsible for generating income from a group of supporters. You’ll need to understand supporter’s motivations and use these insights to help inform future fundraising targets</td>
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<td>Analytical approach, when working with CRM databases and fundraising platforms, and the confidence to streamline work processes where necessary</td>
<td>As our database champion you will support the Development team in maintaining accurate supporter records, designing database processes and creating reports that support our fundraising efforts. You’ll also be managing our fundraising platforms, such as Enthuse, and will be responsible for ensuring there are robust processes in place to support the smooth transition of data between the platforms and our database</td>
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<td>Excellent interpersonal and communication skills, both written and verbal</td>
<td>The role involves communicating with a wide and varied audience through different mediums, from factual reporting to writing informative and engaging copy, to presenting, making the ‘ask’ and securing additional funds from supporters</td>
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<td>Skilled in building positive relationships across a diverse group of people</td>
<td>You will manage relationships with a varied community, often acting as their first point of contact and responding to any questions or queries. A significant part of the role is communicating and building relationships with other internal staff, our Development Board, our Trustees, and 3rd parties. Being able to communicate effectively is pivotal to the role to ensure positive outcomes to what we do</td>
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<td>Ability to work well and with good humour under pressure</td>
<td>As a team we work to several, sometimes tight, deadlines and with conflicting priorities</td>
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<td>Ability to adapt and effectively manage a challenging and varied workload</td>
<td>Working on every part of our fundraising programme, you will focus on a broad and fluctuating range of different tasks throughout the year with ever changing priorities</td>
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<td>Accuracy and attention to detail</td>
<td>This is critical for tasks such as managing supporter records, writing briefs &amp; supporter profiles, proof-reading material etc</td>
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<td>Strong administrative and organisational skills</td>
<td>A significant part of the role is administrative and working across databases and platforms on multiple tasks requires solid organisational skills, and much of the tasks will be administrative in nature</td>
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<td>IT proficiency including office suites</td>
<td>Much of the planning and information sharing methods we utilise consist of a combination of MS Office and Google programs, so a proficiency of these programs or a quick ability to learn them is essential</td>
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<td>English and Maths to at least GCSE or equivalent level</td>
<td>You’ll be numerate and able to interpret data and trends that will then inform future appeals. You’ll also use this knowledge to write effective communications</td>
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<td>Knowledge of the Code of Fundraising Practise and the General Data Protection Regulation (GDPR)</td>
<td>You’ll be supporting the team in managing data, appeals and events, it is therefore imperative that all our activity is compliant with current legislation</td>
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<td>Understanding of youth development and a belief in the opportunities for positive change that expeditions &amp; outdoor education provide for all young people</td>
<td>We are a youth development charity whose objective is to enable young people to move beyond the limits of what they – and society – thought possible.</td>
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**Personal Attributes**

- A strong empathy with British Exploring Society’s aims and ethos
- Strong team player
- Open, honest & hard working
- Flexible & adaptable and able to respond to a dynamically changing situation
- High levels of integrity and sound judgement
- Receptive to challenge
- Approachable and supportive

**Working Practices**

- Normal working hours are Monday – Friday 09.30 – 17.30. Additional, occasional evening and weekend working is expected as part of this role, including ‘on call’ duties.
• Flexible working arrangement can be discussed to include occasional working from home or differing hours

• Full-time staff are entitled to 23 days’ paid holiday per holiday year in addition to normal English Bank and Public holidays

This role is dependent on satisfactory receipt of references and an enhanced DBS check.

How to apply

To apply for the role, please complete the application form which asks you to answer three competency-based questions and submit your CV and contact details.

IMPORTANT PLEASE READ CAREFULLY
We utilise an anonymous shortlisting process, which means no personal date will be visible to the shortlisting panel.

The shortlisting panel will review the answers to the competency-based questions in the form and will shortlist candidates based on these answers only. Only after shortlisting will the shortlisting panel be given access to your CV and only shortlisted candidates will be invited to interview.

When answering the questions, it is important that you do not disclose any personal/professional information that may help identify you. Thank you

Key Dates:
25th March 2022 (12pm) – Closing Date
6th & 7th April – First stage interviews

Interviews will take place either digitally on Zoom or at our offices in South Kensington.

If you are not invited for interview, we will contact by email to let you know by 30th March 2022. Unfortunately, we will not be able to offer feedback to any candidates not shortlisted.

Start date will be as soon as is possible for the right candidate.

Thank you for your interest in this role and British Exploring Society