



Individual giving officer – Quaker Social Action

Location: Bethnal Green, London

Responsible to: Head of fundraising and communications

Salary: £16,864 (this is the pro rata salary of the full time level of £28,909)

Hours: 21 hours per week, ideally worked over 3 days

Leave: Pro rata 25 days holiday per annum plus bank holidays

How to apply

If you have any questions, please call 020 8983 5030 and ask to speak to our director, Judith Moran.

If you decide to apply, please send the following two documents to **info@qsa.org.uk**:

1. A copy of your CV, highlighting the areas of your experience pertinent to this role
2. A supporting statement, of no more than 3 sides of A4, **outlining how you meet our person specification (below)**

We also invite you to complete our online equality and diversity monitoring form:

<https://www.surveymonkey.co.uk/r/2GT67V3>

Closing date is **10am Monday 18 November 2019**.

If you do not hear from us by the end of **that day**, please assume you have not been shortlisted.

Interviews for the shortlisted candidates will be held on **Monday 25 November**.

Thank you for your interest. We look forward to your application.

About

Who is Quaker Social Action?

Quaker Social Action (QSA) is a charity and a limited company, founded in 1867, which addresses poverty and social exclusion. We support over 3,000 people each year directly, as well as reaching hundreds more professionals each year through our training and campaigning activities. Our award-winning projects meet practical needs:

- **Homestore** sells affordable, donated furniture to people on low incomes in east London.
- **Down to Earth** practically supports people on low incomes struggling with funeral costs and pushes for strategic change within the funeral industry and to government.
- **Made of Money** offers a creative and reflective approach to financial wellbeing for individuals and families on low incomes. A training programme shares our approach with professionals across the UK.
- **Move On Up** is a housing project for young adult carers supporting them to build their life skills and make positive moves into further education or work opportunities.
- **This Way Up** offers coaching and mindfulness to people on low incomes wanting to move on from a difficult experience and build up resilience for a more positive future.
- **Bags of Taste** supports people to develop healthy and affordable cooking habits through friendly and sociable cookery courses.
- **Aberfeldy Big Local** brings together neighbours on one estate in Tower Hamlets to connect with each other and bring about positive change in their local area.

We are not a religious charity but Quaker values of equality, simplicity and compassion sit at the heart of our work.

What is the role of the individual giving fundraising officer?

Our fundraising and communications team is growing, and we're looking for a passionate individual giving officer to join us as we look to double our supporter income to £200k over the next two years.

You will be an experienced and creative fundraiser, ready to build up a strong knowledge of our innovative practical projects. Working directly with the head of fundraising and communications and the rest of the team, you will help build on our fundraising strategy, using a range of communications channels to acquire and engage new supporters for the charity.

Our fundraising portfolio is broad, encompassing grants from trusts and foundations alongside donations and legacies from individuals. We're ambitious to grow all income streams, and to enhance those we use less; corporate partnerships, major donor fundraising and generating income through events.

This exciting role will provide an opportunity for a creative and conscientious fundraiser to flourish within an organisation that is small enough for you to directly see the benefit of your endeavours. We are looking for an

exceptional person who is motivated by contributing in a pivotal role to an organisation with a reputation for delivering work of the highest standard.

Job description

The role:

Responsible to: Head of fundraising and communications

Purpose of post: To sustain QSA's charitable activities by fundraising income from individuals, growing QSA's donor base, and by supporting other individuals to fundraise themselves, in aid of QSA

Main duties:

1. To support the head of fundraising & communications on the development of fundraising strategy, plans and targets.
2. To work with colleagues across QSA on all aspects of fundraising from individuals.
3. To keep up to date with the whole range of QSA's activities in order to be able to successfully update supporters about that work and to be a confident ambassador of QSA's projects.
4. To keep abreast of developments within the fundraising world, to ensure compliance with regulations and that QSA are demonstrating exemplary practice.

Fundraising from individuals & legacies:

1. To understand best practice in fundraising from individuals and in enabling supporters to fundraise in aid of a charity.
2. To build a wide network of individual supporters and to systematically develop and strengthen relationships with them.
3. To build a range of ways of communicating with individual supporters to tailor our messages according to their interests and preferred channels/platforms.
4. To have a clear structure of recording engagement with individual donors to ensure that communications with them are accurate, timely, non-obtrusive and abide by data protection regulations.
5. To organise events for individual supporters to learn more about our work, including the opportunity to learn from colleagues about their projects.
6. To build up rapport with individual supporters, tailoring this depending on their interests and previous relationship with QSA.
7. To assess the potential for existing or new individual supporters to become 'major donors', and progress these relationships with a view to securing large donations
8. To understand the distinctive fundraising approach required for Quaker supporters.
9. To undertake fundraising appeals specifically targeted at Quakers – including fundraising to individual supporters, to local Quaker meetings and via Quaker media/publications.
10. To undertake fundraising appeals specifically targeted at other potential supporter groups; such as the local east London community and members of the public with a particular interest in one of QSA's areas of work.
11. To develop a strong and consistent message around legacies and to ensure sensitive targeting of legacy appeals across QSA's supporters.

12. To offer guidance around leaving a legacy to QSA via our website and by responding to individual queries.

Supporting individuals to fundraise in aid of QSA:

1. To provide resources, ideas and support to promote fundraising activities of supporters.
2. To develop fundraising appeals and fundraising challenges that will appeal to supporters.
3. To support the fundraising efforts of supporters, ensuring all activities take place within fundraising regulations, are aligned with QSA's values, and are undertaken with due regard to safeguarding, health & safety, etc.
4. To build a strong online presence of QSA's fundraisers, to inspire others and to create a virtual community of our supporters.

Working with colleagues in the fundraising & communications team:

1. To work collaboratively with the trusts & foundations fundraiser to ensure a joined up approach to fundraising across QSA.
2. To support the work of the trusts & foundations fundraising officer, to the level of being able to field calls, assist with problem solving and understand how the trust fundraising is contributing to the wider fundraising strategy of QSA.
3. To work with the trusts & foundations fundraiser to ensure that accurate and compelling fundraising content is provided for the website, the annual report and social media, as appropriate.
4. To support the work of the communications officer, to the level of being able to field calls on their behalf, assist with problem solving and work collaboratively as part of the same team.
5. To work collaboratively with the whole fundraising & communications team to ensure that there is a high quality of evidence of need, of demand, of impact and of individual stories to back up all of our fundraising asks.
6. To work collaboratively with the whole fundraising & communications team to ensure a seamless style and branding of all QSA's output and content.

Administration and finance:

1. To ensure all donors to QSA are thanked in a timely fashion.
2. To ensure all fundraising applications and outcomes are appropriately logged and recorded.
3. To undertake all of the administrative tasks required for fundraising from and alongside individuals, including correspondence and organising large mail-outs as required.
4. To be able to accurately adapt QSA's management accounts into appropriate budgets for use within communications with supporters.

General:

1. To work within the policies and procedures of QSA.
2. To receive line management and supervision from the head of fundraising & communications.
3. Any other duties, as appropriate to role, as agreed by the director.

Person specification

Experience:

1. Experience of fundraising from individuals for a charity.
2. Experience of fundraising through events and/or by supporting volunteer fundraisers, is highly desirable.
3. Experience of writing copy, be that in fundraising applications or direct marketing communications, that make a compelling case in order to connect individuals to a charitable cause.

Ability:

1. Ability to be a confident ambassador for QSA to donors or volunteer fundraisers, current or potential.
2. Ability to confidently present the work of QSA in terms of resources required (staff and financial) for outputs delivered (activities and people supported) leading to outcomes achieved.
3. Ability to build rapport and relationships with a wide range of people.
4. Ability to comfortably discuss QSA's funding needs and to ask for money.

Knowledge

1. Understanding of the role of anti-poverty charities and of the structural causes of poverty and the prevailing socio-economic climate that affects issues of UK poverty.
2. Knowledge of the UK regulations relevant to fundraising from individuals, such as GDPR, Gift Aid, and Charity Commission guidance on event fundraising.
3. Knowledge of technology as a way of furthering reach and impact.

Ethos:

1. Commitment to and understanding of, the role of equal opportunities in the workplace and when providing a service to the public.
2. A willingness to work within a Quaker ethos, as exemplified by the vision and mission of QSA:

Vision - QSA has a vision of a just world where people put people first.

Mission – We enable people on low incomes in east London and beyond to seek solutions to the issues affecting their lives.

To do this, we listen and respond to the needs of the community by running practical, sustainable and collaborative projects.

We share our work with others when it is clear that it has the potential to bring benefits to communities outside of our own.

Main terms and conditions of employment

1. QSA uses the local government pay scales for salaries. Your salary will be on **NJC scale point 27-30**, which starts at **£16,864** (this is the pro rata salary of the full time level of £28,909). All appointments are made at bottom of scale.
2. This is a **part time** post of **21 hours** per week, ideally worked over 3 days.
3. This is a permanent appointment.
4. Some evening and weekend work is possible, on occasion, but is not a regular part of the role.
5. This post will be based at the QSA office, Bethnal Green.
6. The period of notice will be 1 week during the probationary period and 1 month on its completion.
7. You will be entitled to pro rata of 25 days holiday per year with the leave year running from January to December, plus bank holidays.
8. This post is subject to a 6 month probation period. After the successful completion of your probationary period, staff are entitled to join the QSA pension plan. This is an additional 6% on top of salary paid into the QSA group personal pension, with a 2% staff contributory element.
9. QSA has a union recognition agreement with Unite although staff are welcome to join any trade union.