

## Job Profile and Person Specification

Job Title:	Fundraising Executive (Community Events and Tribute Team)
Reports to:	Senior Fundraising Executive
Department:	Community Fundraising
Hours	37.5 hours per week
Job Type	Permanent
Date:	June 2017

Great Ormond Street Hospital (GOSH) is one of the top five children's hospitals in the world. The hospital had more than 268,000 patient visits in 2015/16. Children are referred from all over the UK and abroad in need of treatment for the most complex and life-threatening illnesses. Together, GOSH and the UCL Great Ormond Street Institute of Child Health (ICH) represent the largest concentration of paediatric research expertise in Europe, and the largest outside of North America. Researchers from GOSH and the ICH collaborate with scientists and doctors from all over the world, and the charity is the largest dedicated funder of paediatric research in the UK.

The hospital has relied on charitable support since it first opened in 1852. One of the main sources for this support is Great Ormond Street Hospital Children's Charity. The charity needs to raise £100 million every year to help rebuild and refurbish GOSH, buy vital equipment, support pioneering research and fund important patient, family and staff support projects, to ensure every child at GOSH receives the world-class care they deserve.

### Job Summary

The post holder will join an experienced Community Fundraising team at a leading children's charity with an ambitious growth strategy. This role is responsible for delivering inspiring supporter engagement to members of the public holding a wide variety of fundraising events in aid of the charity across all community audiences. The role requires the skills to provide consistently excellent supporter care and to build lasting relationships with supporters, including patient family members, community groups, companies and individuals fundraising in memory.

### Line Management Responsibility

None (some volunteer management may be required)

### Budgetary Responsibility

None directly (but responsible for supporting delivery of wider team budget)

### Main duties and responsibilities

- To deliver excellent supporter care to third-party fundraisers ensuring maximum conversion to gift and donor retention and re-engagement.
- Responsible for stewarding third party community and in memory fundraisers in all aspects of their fundraising including advice around; event management, marketing, charity law and fundraising guidelines for their events/fundraising activities.
- To act as a representative of the charity whilst undertaking meetings, presentations, tours of the hospital and cheque presentations for donors and prospective donors as appropriate (this will involve some out of hours work).
- Adopt a proactive approach to identify new opportunities for support and increase the value and retention of current supporters.
- To manage social media activity for the Community Events and Tribute Team
- To write, monitor and manage automated stewardship emails to registered supporters.
- Responsible for providing regular on-going reports on fundraising activity in order to monitor key performance indicators and ensure service level agreements are met.
- To work with the team to prospect donors with a propensity to raise more for bespoke engagement and for recruitment to the Brighter Future Funds or TeamGOSH Funds programme.
- To work with Mass Participation team on GOSH Charity's Celebrate giving proposal for donors fundraising in celebration of an event, specifically stewardship of these donors.
- To work with other teams in the Community Fundraising department and across the charity to provide opportunities for our supporters to engage with the charity and the hospital in new ways, and undertake other tasks as necessary to contribute to the team.
- Responsible for ensuring all activity is consistent with the Fundraising Moral and Ethical guidelines of the Hospital and the Charities Act.

Please denote whether Essential (E) or Desirable (D) Competencies

Key requirements	Essential	Desirable
1. Excellent written and oral skills and confident in liaising with all stakeholders	E	
2. Demonstrable experience in a busy Community fundraising team and excellent time management skills		D
3. Excellent IT skills – Microsoft Office	E	
4. Experience of donor care or customer service for high value and supporters	E	
5. Experience in using a fundraising database/CRM (preferably Raisers Edge) for analysis and reporting	E	
6. Experience in a fundraising environment	E	
7. Project or Account Management experience		D
8. Marketing experience, training or experience of working in a marketing capacity in a project or role		D
9. Experience of volunteer management and development		D
10. Experience of managing projects and cross team working		D
11. English/ Maths GCSE Level or equivalent		D



This document is not a set of terms and conditions of your contract but a comprehensive guide indicating core responsibilities and accountabilities attributed to the role. We expect all our employees to share the values that are important to the organisation and behave in a way that reflect these in keeping with the competency framework.

All applicants for any post within Great Ormond Street Hospital Children's Charity are required to declare any involvement, either directly or indirectly, with any firm, company or organisation that has a contract with the hospital or the charity. Failure to do so may result in an application being rejected, or, if it is discovered after appointment that such information is being withheld, then this may lead to dismissal.

The employee will have access to confidential information that may only be disclosed to parties entitled to receive it. Information obtained during the course of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

Great Ormond Street Hospital and the charity are regulated organisations and, as such, all employees must have their criminal record checked and their name checked against the Violent and Sex Offender Register.

You are required to comply with the regulations of the Human Rights Act 1998 during the course of your employment. Smoking is strictly forbidden on any charity or hospital premises and is considered a disciplinary offence.