

Trust and Legacy Fundraiser



Woodcraft Folk
Education for Social Change

Job Description

Responsible To: Director of Development

Salary: Senior Officer scale £26,494 - £28,473 (pro rata) with cost of living increase pending + London Weighting (£2,500)/Working from home allowance

Hours of Work: 21 hours a week, exact working hours to be agreed

Place of Work: Woodcraft Folk Office, London SE17, or possible home working

Date Created: Jan 2019

Contract Type: Permanent

Holiday Entitlement: 25 days per year (pro rata) plus 3 days additional seasonal leave during December

Job Purpose:

To increase income through trusts, foundations and the development of a legacy and in memoriam programme. The role will involve developing a portfolio of funding sources to secure restricted and unrestricted income for Woodcraft Folk.

Key Responsibilities:

- To raise income by preparing and submitting exceptional applications to charitable trusts, foundations, statutory and other grant-making bodies in line with agreed targets
- Research potential funding opportunities and grant-giving bodies
- Create and maintain a database of potential and actual funders – identifying lessons learnt to support future development of Woodcraft Folk's approach to fundraising.
- Work with colleagues and volunteers to ensure that needs and development opportunities are identified, maintaining a 'Shopping list' of items which could be presented to potential funders as possible projects
- Conduct research into grant-makers to ascertain information required to carry out applications
- Write grant applications to charitable trusts or statutory bodies to enable Woodcraft Folk to achieve its strategic vision
- Research and create tailored project proposals to maximise income
- Build relationships with major donors and funders, making presentations where necessary and ensuring excellent donor stewardship
- Keep abreast of major developments in funding trends and new funding bodies

- Prepare income forecasts and provide detailed reports on the progress of fundraising activity to the Senior Management Team and Trustees
- Maintain excellent relationships with internal and external stakeholders
- Research and develop a legacy campaign to support the long term financial future of Woodcraft Folk
- Promote and manage in-memoriam giving
- Manage their budget and ensure that targets are met
- Work with the Development Team to ensure good news is shared and that appropriate data is collected to support applications

General responsibilities:

- To comply fully with all Woodcraft Folk policies and such relevant legislation as affects the organisation e.g. safeguarding, equal opportunities, health & safety, data protection
- To act as part of the Woodcraft Folk staff team to ensure the strategic objectives of the organisation are met.
- Attend staff meetings and volunteer events as required e.g. AGM, training workshops
- To undertake all other duties in line with the job purpose.

Person Specification

The successful candidate will have considerable trust fundraising experience, with a demonstrable record of working with, and securing funds from, major trust and foundations and other grant making bodies. Ideally the candidate would have some experience of legacy fundraising or, at least, the willingness to learn. The candidate must be proactive, and have excellent interpersonal skills with the ability to write compelling proposals, have excellent research skills and demonstrate exceptional attention to detail.

Essential Criteria:

- Previous experience in a similar role, especially researching and devising strategies
- Proven ability in preparing and presenting a compelling “case” for support
- Experience of working in a target driven environment, with a proven track record of managing and achieving substantial annual income targets.
- Significant experience of securing donations from trust & foundations fundraising
- Excellent communication skills, both verbal and written.
- Proven ability in building relationships both internally and externally
- Confident in networking and operating at senior levels
- An awareness and understanding of the motivations and needs of decision makers in trust/grant funding institutions
- Excellent IT skills in Microsoft Word, Excel, PowerPoint, Google Suite
- Strong organisational skills

- The ability to work with minimum supervision and to tight deadlines
- Proven ability to work as part of a team and own initiative
- Commitment to the aims and principles of Woodcraft Folk and its strategic vision of widening and increasing participation
- Willing to work flexibly

Desirable criteria:

- Experience of working alongside volunteers to achieve targets
- Experience of using and developing CRM systems, we currently use CiviCRM but are looking to develop our IT infrastructure
- A diploma or certificate in fundraising
- Group presentation and facilitation skills
- Experience of a membership organisation
- Knowledge and experience of youth work