

Fundraising and Membership Officer

14 hours per week

Job Description

Membership development and donor recruitment

- 1.1 Building on past records, identify publications/organisations for member recruitment leaflet inserts and advertising. Negotiate swap/paid advertising including box ads and inserts
- 1.2 In consultation with other staff, research and write membership recruitment materials, notably the £10 Note insert leaflet. Manage the outsourced design and printing of insert leaflets and their shipping to other organisations/publications
- 1.3 Research and write twice yearly appeals to members, manage the outsourced design and printing of these appeals and their mailing by volunteers
- 1.4 With the Office Co-ordinator, biennially research and write standing order upgrade appeals to those members with existing standing orders. Likewise, once a year research and write lapsed member appeals asking them to re-join
- 1.5 Take a lead in preparing proposals for new member recruitment and fundraising initiatives.
- 1.6 With other staff, develop and maintain membership recruitment and fundraising content in the newsletter, website and email bulletin
- 1.7 With other staff, capture data on members and possible supporters in order to enhance fundraising, communications and campaigning.

Trust Fundraising

- 2.1 Maintain relationships with past and present Trust funders and research and develop relationships with new grant-making Trusts
- 2.2 Write Trust funding applications in consultation with other staff, working towards Full Cost Recovery.

Legacy and Major Donor Fundraising

- 3.1 Promote legacy giving in our online and paper publications
- 3.2 Build on existing legacy materials including codicils and basic legacy advice

Fundraising planning

- 4.1 Within **conscience's** new overall strategy, develop long term, SMART, strategic fundraising and membership aims and plans
- 4.2 Record and monitor results of all fundraising activity
- 5.2 Include best practice in fundraising and membership in **conscience** systems by networking with professional fundraisers and identifying training opportunities

All Staff

- 6.1 Report to, and make recommendations to, the Management Committee and Executive Committee of Trustees
- 6.2 Make significant input into **conscience**'s overall strategic planning
- 6.3 Input into the annual budget planning process
- 6.4 Co-operate with other staff where areas of work overlap or relate and share skills to ensure cover in times of absence
- 6.5 Represent **conscience** at meetings, respond to enquiries from the media, and generally act as the public face of **conscience**, as appropriate
- 6.6 Treat member data in accordance with Data Protection legislation
- 6.7 Create and maintain transparent backed-up systems, records and archives with explanatory notes.

Person Specification: Fundraising & Membership Officer

	Essential	Desirable
Qualifications	Excellent standard of education, including English and Maths	Formal training in fundraising
Knowledge	Knowledge of raising funds through a membership donor base, Trust fundraising and legacies	Understanding of the peace movement and/or activist culture Knowledge of recruiting and retaining donor members through inserts, advertising and general publicity Knowledge of data protection legislation
Skills and abilities	High standard of literacy and excellent written and verbal communication skills, with the ability to write clear copy for donor communications Ability to develop and work to a long-term strategy with achievable objectives Computer literacy, including Microsoft Word, Excel, Outlook email, the internet, and handling digital images Ability to develop relationships with Trust funders, member donors, external contractors, and our Executive Committee	Familiarity with Filemaker Pro database software Ability to understand balance sheets and other simple financial reports Familiarity with website content management software
Experience	Experience of developing and maintaining information handling systems Experience of writing fundraising copy Experience of office administration Experience of managing external contractors including printers and designers	Experience of sales and marketing and/or membership and fundraising Working in the voluntary/activist sector Experience of recruiting and managing volunteers
Personal qualities	Ability to work as part of a small team and on your own initiative Ability to manage your own workload, improvise, and be largely self-servicing, eg: IT Systematic and organised approach to work	

	Essential	Desirable
	Commitment to the aims of conscience Availability to attend some weekend and evening meetings (with time off in lieu)	

Conscience 13 August 2009