

**Job title**

Senior Fundraising Officer

Location

Glasgow, G4 9UD

Hours

- Monday – Friday, 40 hours per week, 1 hour paid lunch break per day.
- Occasional weekend or out of hours work will be required in support of fundraising events.

Salary

£32,000

Reporting to

Head of Fundraising and Communications

Job purpose

The Fundraising and Communications team at Cerebral Palsy Scotland's purpose is to provide sustainable income, excellent supporter care, and engaging communications for all internal and external stakeholders.

The Senior Fundraising Officer will work across the department to support all aspects of our fundraising, events and communications. The post holder will work closely with the Head of Fundraising and Communications to generate income through our Individual Giving, Community Fundraising, Major Donor, Corporate Partner and Trusts & Foundations programmes.

The successful applicant will have experience of working within a Fundraising department in the third sector, with a demonstrable track record of raising significant income as part of a wider team. This role is suitable for someone who is working currently as a Fundraising Executive/Officer with 2+ years' experience, or a Senior Fundraising Executive/Officer.

Main duties and responsibilities

- Work closely with the Head of Fundraising and Communications on the development and delivery of the Individual Giving programme, with objectives to acquire and retain new regular giving and cash donors.

- Lead on the delivery of our Community Fundraising activity, including Challenge Events, inspiring our participants and supporters to raise maximum levels of income for the charity.
- Develop and deliver effective acquisition and stewardship journeys for Major Donors and Corporate Partners, including printed materials, online content and direct contact.
- Work with graphic designers and printers to ensure the production of effective fundraising materials.
- Delivery of engaging social media content, email campaigns, and website content with a view to increase supporter engagement and income.
- Deliver reports and analysis on the effectiveness of fundraising campaigns and products.
- Maintain and update the database and ensure all data is stored accurately and up to date to comply with current data protection and other fundraising regulation.
- Maintain a knowledge and understanding of the work undertaken by Cerebral Palsy Scotland and its strategic objectives.
- Take individual responsibility for agreed objectives and targets.
- Work within the guidelines of the Chartered Institute of Fundraising best practice, the Fundraising Regulator code of practice and GDPR.

General

- Maintain a confidential, sensitive and discrete approach to personal, sensitive and organisational information.
- Contribute to a culture of equality and demonstrate a commitment to creating a genuinely inclusive organisation.
- Compliance with Cerebral Palsy Scotland policies.
- Act with integrity and maintain the highest professional standards at all times.
- Carry out other duties as necessary to meet the needs of the organisation, following discussion with the Head of Fundraising and Communications.
- Commitment to the organisation's aims and values.

Person specification

Experience/Skills		Essential/ Desirable
1	Experience in crafting compelling fundraising copy and content across multiple channels (direct mail, email campaigns, digital).	E
2	Experience of working with external agencies, including printers, graphic designers and media bookers.	E
3	Experience in digital fundraising, creating reactive giving opportunities on social media platforms and use of CMS to drive conversion through websites.	E
4	Project management experience, with the ability to meet deadlines and deliver results.	E
5	Excellent MS Excel skills, with experience of recording and scrutinising income, expenditure, ROI, CPA etc.	E
6	Excellent communication and collaboration skills, with the ability to work effectively across teams and with external partners.	E
7	Excellent database skills with experience of using CRM databases to maintain and update supporter data.	E
8	Experience of working within the various codes of practice and legal requirements applicable to Direct Marketing (GDPR, I.o.F Codes of practice, PFRA, Lotteries and Gaming Act).	E
9	Experience in using mass email platforms such as DotMailer, Charity Digital Mail or Mailchimp.	D
10	Experience of utilising data and analysis to effectively tailor communications for specific audiences and channels.	D