

## Signpost International Job Profile – Fundraising Officer (FO)

### Terms of reference

<b>Salary</b>	£21,552 - £22,295 (Pro rata and based on experience)
<b>Pension</b>	Signpost International operates a contributory pension scheme which all employees are eligible to join.
<b>Holiday</b>	30 days per year plus 8 Scottish public holidays (pro rata).
<b>Hours</b>	The normal hours of work will be 21 hours per week (0.6FTE) with the possibility of increasing to 0.8FTE. Additional flexibility in working hours will be required due to some weekend work. Payment for overtime is not given but employees are entitled to time off in lieu.
<b>Reporting to</b>	The Operations and Facilities Manager

### **About Signpost International**

Signpost International is a Dundee-based community development agency. Inspired by our Christian faith we work in partnership with local organisations at home and abroad to support individuals & communities to be the drivers of their own change. With education as a cross-cutting theme we focus our projects across four key areas: Food security; Sustainable livelihoods; Water, Sanitation, & Hygiene (WASH); and Global citizenship.

While much of our work over the past three decades has focused on overseas programmes, since 2006 we have grown and strengthened our domestic activities to include a global citizenship education programme and more recently a food security & food waste programme from our base at the Roundhouse in Dundee.

### **The Main Purpose of the Job**

Our vision is for *an equitable world where poverty and injustice are eliminated, people thrive and communities flourish*; for this to be realised we need to have sufficient funds to sustain and grow our programmes to meet the needs of the communities in which we work at home and abroad. Last year our projects positively impacted the lives of more than 31,000 people globally – a figure anticipated to increase this year.

We are looking for an outstanding individual to join our small core team of staff and volunteers who are at the heart of all we do. We value our people and are more interested in the individual than a candidate ticking every box, so even if you don't yet have all the skills but are a committed, enthusiastic person with a passion for justice and making a real difference in people's lives we would love to hear from you.

The Fundraising Officer is a proactive role with responsibility for development and implementation of strategy to attract and engage new individual and corporate supporters to Signpost International's work. The post-holder will maintain and develop income from a range of sources including ESG from corporates and businesses, community fundraising, legacy gifts, and small events in addition to strengthening income from digital campaigns.

## Core Responsibilities

### **Environmental, Social and Corporate Governance (ESG) and businesses**

- Proactively explore new opportunities and partnerships for mutually beneficial community and corporate support in line with our core values and principles.

### **Donor acquisition and retention**

- work closely with Communications team to increase regular donors & derived income totals.
- Developing and delivering first rate supporter stewardship to ensure that our supporters have the best donor experience.
- Act as an excellent and enthusiastic first point of contact for all fundraising queries.
- Working with the Communications team, thanking supporters and updating of database in a timely manner in line with GDPR guidance.
- Work to better understand donor retention and attrition rates and trends.

### **Community Fundraising**

- Grow and develop income through a structured programme of events such as *The Kiltwalk*.
- Delivering talks and being present at community events and cheque presentations as required.
- Developing and managing a regional volunteer network.

### **Legacy gifts and campaigns**

- In collaboration with others, develop and implement a Legacy gift strategy.
- Lead on the partnership with Will Relief Scotland, recruit new solicitors, manage social media, and grow effectiveness of campaign.

### **Events**

- Develop and manage fundraising and other events in line with organisational values and principles as required.
- Supporting and contributing to all campaigns, appeals and fundraising activities.
- Supporter stewardship for third party events in Scotland.
- Fundraising and event research such as event suppliers, raffle prizes, new third-party events, and contacts for corporate and community group pipelines.
- Development of fundraising materials and merchandise.

### **Digital campaigns and social media**

- Develop and lead on promotion, administration, and analysis of digital fundraising campaigns.
- Oversee digital fundraising activities, including PPC, Google Ads, SEO, and retargeting.
- Managing administration of online fundraising tools (e.g., JustGiving) and preparing reports.

### **Strategic and Other**

- Lead on planning and implementing the fundraising strategy in line with the current Business Plan.
- Ensure fundraising activities are delivered within budget and in accordance with relevant organisational policies and ensure we remain compliant with all relevant legislation and requirements of governing bodies such as The Fundraising Regulator, The ICO, and OSCR. In addition to following best practice guidelines from organisations such as The Chartered Institute of Fundraising and The Direct Marketing Association.
- Actively participate in SI fundraising subcommittee with the board of trustees.
- Work closely with the Communications team to promote the work of Signpost International.

Any other reasonable duties consistent with the responsibilities of the post as required by the organisation.

## Person Specification

Attributes	Essential	Desirable
<b>Proven Abilities &amp; Experience</b>	A proven track record of fundraising within a charity	Experience in the international development sector
	An ability to plan and act strategically as well as operationally	Experience managing volunteers
	Demonstrable experience organising fundraising campaigns and events	Experience with CRM software
	Able to prioritise and handle a complex, varied workload	Experience developing and nurturing corporate sponsors/partners
<b>Knowledge and Skills</b>	Excellent communication skills, both oral and written	Strong project management skills
	Good IT skills with knowledge of a range of software packages	Knowledge and understanding of fundraising best practice
	Good working knowledge of social media platforms	
	Excellent organisational and time management skills	
	Excellent interpersonal skills with the ability to build effective relationships, both internally and externally	Strong research, analytical, and problem-solving skills and confidence with decision making
	An excellent team player with skills in teamwork and a consultative approach to decision making	
<b>Education &amp; Training</b>	Evidence of continued professional development	University degree or equivalent in Management or a related subject
<b>Special Qualities</b>	A track record that demonstrates energy and creativity, and the ability to successfully prioritize and manage competing priorities	Able to take a practical, flexible, and innovative approach to work
	A commitment to Signpost International's vision, mission, and values, and accepting of its identity as an international development and advocacy organisation actively engaged with the church	Membership of the Chartered Institute of Fundraising
	A willingness and ability to work flexibly including some occasional travel within the UK and work outside normal office hours from time to time	Full driving licence with access to vehicle