



Article

# Events & Fundraising Officer

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Job title:	Events & Fundraising Officer
Reporting to:	Trusts and Giving Manager
Responsible for:	No line management responsibilities
Location:	Beechwood Suite 3, Grove Park Industrial Estate, White Waltham, SL6 3LW.
Hours:	Full-time (35 hours/week) Combination of remote and office-working
Rate of Pay:	£25,000

## Job Summary

The Events & Fundraising Officer is a vital part of the NRAS fundraising team.

### Events

The post holder will be responsible for developing, growing and managing income generated through Run for Charity, Treks, Adrenaline challenges and places that NRAS has bought in various events.

Stewarding all participants in challenge/marathon events through the platforms JustGiving, Enthuse, Action Challenges, Ultra Challenge event and major event consoles.

Adding all relevant details for challenge/marathon events onto our CRM system Salesforce.

### Fundraising

The post holder will be responsible for developing, growing and managing income generated through a range of sources/campaigns including Christmas shop, cash appeals, lottery and gifts in Wills. Sourcing case studies and copywriting for mailings, email communications and social media promotion for each campaign/project.

Writing copy to improve and increase our marketing automation journeys for various Fundraising elements including Gift Aid, Lottery and Regular Giving.

The Events & Fundraising Officer will be responsible for meeting or exceeding a range of fundraising targets including income raised through third party giving (Give As You Live, The Giving Machine,

WeBuyBooks, Easyfundraising and Giveto) as well as with specific appeals, making a sustained contribution toward existing and growing fundraising income year on year.

Working with and being a main point of contact for all external agencies for each campaign/project, including the promotion of gifts in Wills.

Social media repository to be kept up-to-date with regularly scheduled social media promotion of all Fundraising income streams.

#### Other Duties/Expectations

This role will be required to source case studies and stories, and write articles for the NRAS membership magazine (for all campaigns/projects and challenge/marathon events).

Manage stock control of merchandise on Salesforce for Fundraising team. Source quotes and work with external agencies for ordering of merchandise we send out for campaigns/projects (i.e window stickers, t-shirts, medals).

#### Main Duties and Responsibilities

- To achieve and where possible exceed agreed income targets, taking a lead and individual responsibility for specific income channels.
- To be responsible for planning, promoting, publicising and coordination of appeals that this role is responsible for.
- To ensure expenditure is kept within budget.
- To provide exceptional supporter care, ensuring that donors are motivated, encouraged and appreciated, and that relationships with donors are successfully maintained and developed in the long-term.
- To report and analyse income, expenditure and donor feedback, both positive or negative and to respond to any complaints in line with the NRAS fundraising complaints policy.
- To ensure all payments are recorded on the charity database, Salesforce, creating reports for the Chief Operating Officer and Director of Finance both monthly or when required.
- To manage donor information in line with Data Protection.
- To support the NRAS fundraising team by achieving set targets which contribute to the overall annual fundraising target set for the charity.
- To be familiar with and comply with the Fundraising Code of Practice as defined and updated by the Fundraising Regulator.

#### General

- To participate in NRAS team training and contribute to team activities
- To attend regular team meetings and individual catch-ups on a regular basis
- To undertake any other duties as requested by a manager consistent with the role
- To maintain confidentiality at all times and ensure respect for all other members of staff
- To communicate effectively with all NRAS staff

#### Position in Organisation

The post holder will report to the Trusts and Giving Manager

The post holder will work closely with:

- The Individual Giving Fundraiser
- The Senior Trusts and Company Giving Fundraiser
- Head Of Data

The post holder may also work with:

- COO
- Comms Team
- Service Delivery Team
- The Finance Assistant
- Members of other teams within the organisation
- External industry contacts
- NRAS members and volunteers

## Qualifications and Skills

Criteria	Essential	Desirable
Qualifications and Membership		-Fundraising qualification -Informal training around individual giving
Experience	-Experience within fundraising -Experience working in the charitable sector -Experience working toward financial targets and with demonstrable outcomes -Experience developing a variety of income streams -Experience with data and finance -Experience managing donor relationships	-Experience creating financial planning and reporting documents -Experience drafting social media, website and newsletter content
Knowledge and Skills	-Excellent written and verbal communication skills -Proficient with Microsoft Word, Excel and PowerPoint -Proficient in data management	-Ability to use Salesforce or other CRM systems -Ability to work within a fixed budget -Knowledge of data protection rules -Knowledge of the Fundraising Code of Practice

Personal Circumstances and Attributes	<ul style="list-style-type: none"> <li>-Proactive approach to fundraising</li> <li>-Ability to manage competing deadlines and plan effectively</li> <li>-Full UK driving licence and car owner</li> <li>-Ability to work to tight time deadlines</li> <li>-Ability to work as part of a team and independently</li> <li>-Willingness to learn and develop new skills</li> <li>-Highly motivated and committed</li> <li>-Enthusiastic and the ability to motivate others</li> </ul>	<ul style="list-style-type: none"> <li>-Ability to keep calm under pressure</li> <li>-Live within a reasonable commute to Maidenhead</li> <li>-Willingness to travel and work out of hours when required</li> </ul>
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### Other Duties

- There may be the possibility of occasional travel within the UK and/or an overnight stay
- There will be some out of hours working as will be necessary as part of the job for which the time off in lieu policy will not apply
- There will be some planned out of hours working, including late evening events and occasional weekends for which time off in lieu will be given

### Representing NRAS

- Represent NRAS to external stakeholders, funders and partners promoting the charity as a respected, trusted and ambitious charity resulting in partnerships, successful funding and effective collaborative working.
- NRAS expects all employees to respect the unique contribution of every individual and operates an equal opportunity and diversity policy.
- All employees must work responsibly within the health and safety policy of the organisation and ensure they are observing this at all times.

Closing date for applications: Sunday 14th April

### How to apply

Please contact Sam Grant-Riach on [samg@nras.org.uk](mailto:samg@nras.org.uk) with your CV and a cover letter highlighting your skills and experience. In the subject line please include "Events & Fundraising Officer".

## NRAS in 2023

- 0 Helpline enquiries
- 0 Publications sent out
- 0 People reached

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