Job Specification: Fundraising Officer

Department:	Fundraising
Scale:	HQ Scale 2
Line managed by:	Individual Giving Coordinator
Responsible for line managing:	N/A
Location:	MAG HQ

MAG's Vision: A safe and secure future for men, women and children affected by armed violence and conflict.

MAG's Mission: MAG saves lives and builds futures by working with others to reclaim land contaminated with the debris of conflict, to reduce the daily risk of death or injury for civilians, and to create safe and secure conditions for development.

Job Purpose: As part of the wider Fundraising Team, the Fundraising Officer will support the delivery of MAG's fundraising activity and will act as first point of contact to provide outstanding care to MAG supporters, ensuring they are thanked and stewarded appropriately. This is an opportunity to work across all channels of fundraising, develop strong connections with supporters and play a key role in the development of MAG's fundraising ambitions.

Job Description

Supporter Experience

- Provide outstanding care to supporters and fundraisers by dealing with enquiries over the phone, email and post in line with MAG's Supporter Promise and encouraging supporters to engage and interact with MAG
- Manage, develop and ensure supporters receive a personal, sincere and prompt thank you for their donation
- Develop and co-ordinate various donor journeys to ensure good communication flows and that supporters receive the correct message at the correct time
- Incorporating positive 'wow' moments into the supporter journey that convey authentic gratitude and appreciation and build deeper relationships with supporters
- Use MailChimp to deliver and coordinate MAG's email marketing programme
- Respond to requests for fundraising materials from supporters in a timely manner and follow up appropriately to develop the donor relationship and secure support
- Maintain a comprehensive knowledge base of supporters, their interests and demographics
- Implementing and creating where necessary, effective processes which ensure supporters are developing in their giving relationship, retain support and minimise lapsing
- Manage complaints in line with MAG's complaints policy and process, responding openly and positively and ensuring feedback is heard

Fundraising Campaigns and Support

- Support the Individual Giving Coordinator with the day-to-day running of appeals and activities related to various donor development and recruitment campaigns (which may include mail, press, inserts, door-drop, online, newsletters, face to face, telephone etc)
- Lead (with the support of the IG Coordinator) the coordination of MAG's annual Thankathon campaign to retain and engage supporters and promote fundraising internally
- Support with the planning and delivery of MAG supporter focused and challenge events

- Identify options to positively and creatively promote legacies
- Manage the print, delivery and stock level of a range of fundraising materials
- Create a range of print and digital materials which inspire, inform and engage supporters
- Produce timely and accurate financial reports and analysis for appeal performance monitoring, budgeting and planning
- Provide cover to the Administrator, when needed, including processing donations received on and offline in line with MAG processes, recording on Raiser's Edge and liaising with the Finance Team
- Liaise with external agencies to ensure that data is recorded sufficiently, accurately and consistently, developing data protocols as needed
- Find creative ways to promote fundraising activities across channels such as social media and the website as well as offline to achieve income growth
- Work with the communications team to ensure the fundraising pages on the website are up to date and maximised
- Recruit, support and manage volunteers where needed
- Provide general administration support to the Fundraising team
- Ensure activities and processes are in line with industry best practice and MAG's quality management system
- Keep up to date with information on Gift Aid, Data Protection Act, Institute of Fundraising Codes of Practice and other guidelines related to charitable giving and suggest changes required in order to satisfy these.

All HQ staff are expected to undertake the following general duties:

- Work within the framework of MAG's core values, promoting its ethos and mission statement.
- Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all MAG policies and procedures and keep informed of MAG activities
- Travel overseas, sometimes to developing countries and areas in conflict, as and when required

This is a non-contractual document that can be varied from time to time as circumstances dictate. This job description is intended to summarize the main duties and responsibilities of the post; this is not intended to be a full and exhaustive list of tasks. All MAG staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

Person Specification

Essential Experience

- Experience of working with a fundraising database.
- Ability to work proactively and independently
- Previous experience of working in a fundraising role
- Experience of delivering an outstanding supporter experience
- Ability to develop and produce a range of supporter materials and communications

Essential Skills and Knowledge

- Ability to quickly build rapport and positive relationships
- Numerate, able to manipulate data
- Interest in and commitment to working in fundraising
- Ability to develop positive relationships internally and externally
- Good communication skills, both written and verbal
- Ability to use Outlook and the full Microsoft Office suite, in particular Excel
- Ability to check data for accuracy and inconsistencies, with strong attention to detail
- Ability to work effectively as part of a team
- Knowledge of current trends and issues in fundraising
- Knowledge of data protection and relevant fundraising codes and standards

Essential Aptitude

- Supporter focused and committed to providing the very best of customer care.

- Ability to effectively represent and promote MAG within the expectations of the role.
- Interest in and commitment to MAG's humanitarian and capacity building mandate.
- Self-motivated, flexible and enthusiastic approach to work.
- Innovative and proactive with a problem solving approach where systems can be improved.

Desirable

- Experience of using Raiser's Edge.
- Experience of working with volunteers

Signed employee:	**Date:**
Signed manager:	**Date:**