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**Fundraising Co-ordinator (part-time)- Job Description**

**Purpose of post:**

To take forward the recommendations of the 2020-23 fundraising plan, helping the organization to become sustainable by diversifying funding and introducing community fundraising, individual giving and corporate partnerships into the funding mix.

The activities will include:

* implementation of a strategy to diversify funding
* developing digital fundraising
* developing corporate partnerships
* developing individual giving
* building community fundraising and support
* a review of our marketing and communication.

**Reporting to:** Project Co-ordinator.

**Principal duties:**

1. To work with the Board of Trustees, Project Co-ordinator, Musical Director and project advisors to agree fundraising targets and take forward the recommendations set out in the 2020-23 fundraising plan.
2. To undertake a fundraising health check.
3. Work with the team to develop new digital fundraising campaigns and activities across a range of new and existing digital channels, platforms, online tools and materials.
4. Identify target audiences and continue to grow Codi’r To’s social media following and email list of supporters.
5. Manage social media channels to ensure timely, platform-tailored content that encourages engagement.
6. Create engaging, optimised digital content across social media, email, newsletters and webpages from inception to execution.
7. To build a database of supporters and develop and implement an effective communication and marketing strategy to support and encourage individual giving.
8. Update, develop and optimise Codi’r To’s website, taking ownership over ensuring high conversion rates on donate and action pages.
9. To research potential corporate partners and develop opportunities for corporate support.
10. To work with the Project Co-ordinator on reviewing existing communication and marketing materials and update the organisations marketing and communication strategy in order to compliment and support fundraising activity.
11. Identify potential audiences to support, and develop and implement fundraising ideas in the community.
12. General

* To comply at all times with child protection, data protection (GDPR), health and safety and other relevant policies of Codi’r To to ensure compliance with statutory requirements and obligations.
* To have an understanding of Funding Regulations and guidance contained in the Code of Fundraising Practice.
* To carry out such other duties as may reasonably be required.
* To offer energy and enthusiasm towards the future planning of the organisation and to assist in identifying and developing ways of securing funding for the future.

**Person Specification: Fundraising Officer**

**Essential Skills and Experience**

* Experience of working for a charity and knowledge of charity fundraising.
* Educated to a degree level or equivalent professional experience.
* Ability to communicate confidently our key fundraising message and build a trusting relationship with supporters in writing and in person.
* Organisational skills and the ability to plan and manage fundraising campaigns and community fundraising events.
* Knowledge of the Fundraising Code of Practice.
* High degree of ICT literacy – email marketing software, online tools and platforms, image editing software, Excel, Word, Microsoft Publisher. Understanding of using databases and CRM systems to manage data.
* Passionate about working for a charity that can make a positive difference in young people’s lives.
* Ability to pay attention to detail when managing data and information.
* An interest in promoting access to music in a community context.
* Well organised, highly motivated, a good team player; willing to work flexibly.
* Driving licence and the use of a vehicle with the appropriate insurance

Excellent written and verbal communication skills.

Excellent analytical and numeracy skills.

Excellent written and spoken Welsh and English.

**Desirable**

* Need to able to organise and manage a database of information and contacts and have an understanding of data compliance in relation to GDPR and Fundraising Regulations.
* Experience of carrying out public relations tasks, and/or working in marketing or audience development.
* Experience of setting up digital income generation campaigns and activity in a business or charity.
* Design savvy, with experience of using basic editing software to create visually effective digital content.
* Skills in any combination of: Salesforce, Wordpress, Action Network, Adobe Photoshop, Canva, basic HTML/CSS, Facebook business manager, video editing.
* Familiarity with analytical tools such as Google Analytics.

**Before an appointment is made**

* References may be taken up for short-listed candidates.
* An Enhanced Disclosure from the Barring and Disclosure Service (previously the Criminal Records Bureau) will be required before any appointment can be confirmed.

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