**JOB SPECIFICATION – Digital Fundraising and Events Administrator**

**Job Title:** Digital Fundraising and Events Administrator

**Reporting to:** Head of Engagement

**Hours:** To be discussed

**Salary:** To be discussed. Range £20-27k FTE.

**Contract:** Initially fixed term, with potential for the post to become permanent

**Location:** Homebased, with occasional attendance at BRACE Charity Office at Southmead Hospital, Bristol BS10 5NB

**OBJECTIVE:**  To increase revenue from digital fundraising, using online and other digital platforms.

**ROLE:** This position offers the opportunity to work within a small team that is focused on raising awareness of Alzheimer’s disease and other forms of dementia, and whose principal objective is to support research into dementia through fundraising and the award of grants to research institutions.

**KEY TASKS:**

|  |  |
| --- | --- |
| **Responsibility** | **Includes** |
| Online fundraising | * Develop existing online fundraising initiatives to increase income
* Under the general direction of the Head of Engagement, identify and pursue new opportunities for digital fundraising. This will include:
	+ Developing online, SMS and other technical alternatives to traditional public collections
	+ Developing more effective use of virtual challenge events, commission websites, online social events
	+ Finding new ways to monetise online public information events and increase participation
* Analyse tools used for digital fundraising, assessing their effectiveness and available alternatives; identify necessary resources and help prepare a case for appropriate budgets
* Seek and develop opportunities to increase regular giving online
* Collaborate with the Communications Officer to manage the tracking of digital fundraising and related promotional activity
 |
| Virtual challenge events | * Take on the administration of virtual challenge events
* Nurture relationships with challenge event participants and support their efforts
* Develop better resources for participants, including identifying available apps for virtual events
* Look for new third-party events and work with colleagues on producing an annual BRACE challenge event
 |
| Presentation | * Develop skills as a presenter of online fundraising events
* With fundraising and communications colleagues, report quarterly on online activity to the Trustees
 |
| Public information events | * Assist the Head of Engagement in creating webinars and other information events and attracting a growing audience
 |
| Communications | * Working with the Communications Officer, ensure effective promotion of events and fundraising opportunities and to extract content for subsequent publicity
* Provide cover, with other colleagues, when the Communications Officer is absent
* Plan the use of paid advertising in support of events
 |
| Community fundraising | * Working with the Community Fundraiser, maximise traditional fundraising with digital enhancement
 |
| Developing support groups | * Assist the Head of Engagement and Community Fundraiser in creating and supporting Friends Groups and the Supporters’ Forum
 |

**Additional tasks:**

* Assisting the Chief Executive and other colleagues with charity-wide development initiatives
* Attending meetings and events as required both during and outside normal office hours, including the Annual Celebration and Annual Conference
* Carrying out any other duties compatible with this post as directed, from time to time, by the Head of Engagement or Chief Executive

This list is not exhaustive and will be reviewed from time to time in discussion with the post holder.

**Person specification**

**Essential**

* Innovative and keen to find solutions to problems
* Wide knowledge of social media and its application
* Strong interpersonal skill set with the ability to be persuasive
* Excellent IT literacy
* Excellent planning, time management and organisational skills
* Excellent written and oral communication skills
* Excellent interpersonal skills, able to deal confidently and courteously with members of the public
* Experience of video conferencing and digital marketing
* Willingness to work flexibly in order to adapt to the needs of supporters and the charity
* Able to work unsupervised and independently from home and on the road

**Desirable**

* Excellent ability to motivate, inspire and influence people
* A self-starter
* Experience of setting up community & fundraising events
* A keen sense of fun and humour
* Empathy with the cause that BRACE represents (a knowledge of dementia and research is not essential, as information and informal training will be provided)