

Fundraiser (Community and Individual Giving)

Job Description and Person Specification

Job Title: Fundraiser (Community and Individual Giving)
Reporting to: Head of Fundraising
Hours: 37.5 hrs per week
Salary: £26,000 - £28,000 FTE
Contract: Permanent
Location: BRACE Charity Office, Brain Centre, Southmead Hospital, Bristol BS10 5NB

Role Purpose

This is a proactive, front-facing fundraising role, aiming to grow income for dementia research. You will pick up the phone to contacts, follow up leads, and get out into the community to meet new groups, local businesses and supporters face to face. You will build BRACE's presence across the South West, develop new local partnerships, and grow income through community fundraising done on our behalf and giving from individual donors. You'll bring energy, initiative and a passion for fundraising to help fund vital dementia research.

Key Tasks

Responsibility	Includes
Community Fundraising	- Proactively contact and meet new community groups, clubs and societies, generating new relationships with people in Bristol and the surrounding areas. - Get out into the community regularly - setting up and attending meetings, events and local gatherings to raise BRACE's profile and identify new fundraising opportunities. - Follow up warm leads and past contacts promptly by phone and in person, converting interest into active support. - Identify and secure opportunities for local grants, collections, and involvement in community events. - Support and steward community fundraisers, providing advice, materials and encouragement to help them succeed. - Grow our pool of volunteers and increase the amount of community-led fundraising activity in support of BRACE.

Individual Giving and Appeals	• Grow BRACE's income from regular, monthly giving - developing and delivering supporter journeys that build engagement and loyalty. • Grow our income from in memory giving • Grow our book of legacy pledgers, including through running campaigns and initiatives to attract new pledgers • Ensuring donors are thanked promptly for their support and Gift Aid declarations are added to the database. • Support the Communications team with the planning and delivery of fundraising appeals, working collaboratively on messaging and materials. • Use supporter data and feedback to test, learn and improve our fundraising campaigns over time.
General	• Maintain accurate records of supporters and activity on BRACE's database. • Support the wider Fundraising team with other tasks and in other fundraising areas as required - as a small charity, flexibility is key. • Attend meetings and events, sometimes outside standard office hours.

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

Person Specification

Essential

- Excellent interpersonal and communication skills, confident speaking with the public by phone, email, and in person.
- Self-starter, able to take initiative and work independently.
- Proactive and confident making calls and approaching new contacts.
- Highly motivated to maximise fundraising and drive impact for dementia research.
- Strong relationship-building skills, with the initiative to identify and develop new fundraising opportunities.
- A team player, able to work collaboratively and support colleagues in a small team.

- Comfortable spending regular time out of the office, attending meetings and community events to build new relationships.
- Good planning and organisational skills, able to manage a varied workload.
- IT literate, with confidence using MS Office, databases and social media.
- Flexible and willing to work occasional evenings and weekends.

Desirable

- Experience in fundraising, community engagement, sales or business development.
- Empathy for those affected by dementia and an interest in dementia research (knowledge not essential).
- Full driving licence and access to own vehicle.