



GREATER LONDON FUND FOR THE BLIND
—The Geranium – symbol of caring for people with a visual impairment—

Fundraising Assistant

Job Title: Fundraising Assistant

Responsible to: Head of Events and Community

Salary: £23,000 to £25,000 depending on experience

Working hand in hand with a diverse group of charities, the Greater London Fund for the Blind (GLFB) works across London to eliminate isolation and ensure social, cultural and economic inclusion.

Whether it is ensuring that a child affected by sight loss can access education; offering employment skills training to a young adult; or funding yoga, cookery and Zumba classes for an isolated older person; our aim is to improve lives by transforming services and public attitudes.

Sadiq Khan has expressed a commitment to make London the most inclusive city in the world and ensure that every Londoner can share in the prosperity of our city. We are determined to ensure that blind and partially-sighted Londoners are at the forefront of this commitment.

This is a critical and exciting time for GLFB, with new leadership in place and a growth plan underway to ensure our sustainability and impact. We are undertaking a brand refresh to reflect our passion and professionalism and to engage new audiences. Crucially, we are developing a new strategy which will offer a step-change in our capacity to change lives and will put blind and partially-sighted Londoners at the heart of our decision making.

We are looking to recruit a talented Fundraising Assistant who will work with our exceptional Fundraising team to help drive up fundraising across a range of income streams. The role will include helping to deliver ambitious income growth, building lasting relationships with supporters, and contributing expertise and energy to the Fundraising Team.

A natural fundraiser and an excellent communicator, you will have broad experience and the ability to work creatively to maximize return. You will have experience of working in a busy, thriving office and providing excellent customer care. Experience of fundraising or the charity sector desirable but not essential.

If you have this great blend of skills, along with the belief that every blind and partially-sighted Londoner should be able to live their life to the full, please get in touch.

As an equal opportunities employer, GLFB welcomes applicants from all backgrounds irrespective of race, religion, belief, gender, disability, age or sexual orientation.

Purpose of the role

To provide administrative support and outstanding supporter care across the Fundraising income streams; including Events and Community Fundraising, Legacies and Individual Giving Fundraising and High Value Fundraising (Trusts and Foundations, Corporate Partnerships and Philanthropy).

Key responsibilities

Fundraising administration

- To be responsible for co-ordinating and data inputting into the Fundraising CRM database (ThankQ).
- Working with suppliers, help to design, proof and order fundraising materials (fundraising packs, t-shirts, collection boxes etc) as necessary.
- To complete an audit of fundraising materials and order new stock when required.
- To take minutes, organise meetings and book travel as is required.

Events and Community Fundraising

- To support the Head of Events and Community to develop and implement GLFB's challenge events strategy to deliver growing net income through key challenge events such as the London Marathon.
- To manage the logistics and delivery of events including training days, ballot calling days, expos, cheering points and post-race stalls / events, managing volunteers as appropriate.
- To support the Head of Events and Community to implement post-event stewardship journeys to retain participants, delivering repeat, increased and cross sell support for GLFB.
- To ensure GLFB's challenge events fundraising is carried out safely and legally and complies with fundraising best practice.
- To provide monitoring and reporting on event performance and analysis of supporters.
- To maintain and develop knowledge of the challenge events market, including networking with other charities and attending sector events as appropriate.
- To provide advice and support to GLFB's Static Media Collectors with managing community fundraising relationships, including providing fundraising ideas, distributing fundraising packs and promoting community fundraising activities through GLFB social media channels.
- To be an ambassador at all events, supporting the delivery of GLFB's vision and ensuring that the charity's profile and reputation are enhanced.

12 Whitehorse Mews, 37 Westminster Bridge Road, London, SE1 7QD

Email: info@glfb.org.uk Website: www.glfb.org.uk

Registered charity no. 1074958

High Value Fundraising (Trusts and Foundations, Corporate Partnerships and Philanthropy)

- Working with the Head of Events and Community, Trust Manager and Philanthropy Manager – providing administrative support which enables GLFB to deliver high end cultivation and fundraising events.
- To support the corporate team to deliver events as part of corporate partnership account management or new business.

Individual Giving

- To update the Fundraising CRM database (ThankQ) with changes to supporters details, giving history and communication preferences.
- To support direct marketing campaigns – including support with distributing ThankQ correspondence as is required.
- To help collect photography, case studies, quotes and charity information from GLFB's membership charities and grantees for use within Fundraising materials – as is required.
- To help produce the quarterly gift aid reports for the Director of Finance.

Communications

- To be responsible for updating GLFB's social media channels each day with relevant, newsworthy content.
- Working with the Head of Communications, to support the roll out the new GLFB brand

Flexibility

- The role description is a general outline of duties and responsibilities and may be amended as GLFB develops and the role grows. The post holder may be required to undertake other duties as may be reasonably required from time to time.

Person specification

Essential Experience

- Varied experience in administration roles and/or customer services
- Proven ability to manage own workload, manage conflicting deadlines and deliver to targets/objectives
- Excellent interpersonal skills, with the ability to inspire supporters and communicate the difference their support makes.
- Excellent knowledge of Microsoft Office (Word, Excel, Powerpoint and Outlook)
- High standard of numeracy and literacy.

Desirable Experience

- Experience of working within a Fundraising team or within a commercial sales environment
- Experience of the charity sector

- Experience of managing an in-house database, preferably ThankQ
- Experience of dealing with Gift Aid donations and online fundraising platforms.
- Social media competence.

Personal qualities

- An understanding of and commitment to London's blind and partially sighted people.
- Positive and enthusiastic.
- Strong written and verbal communication skills.
- Flexible and organised, yet also creative.
- Self-motivated, team worker with ability to work autonomously as required.