

## Individual Giving, Community and Events Officer

### About West London Mission's work

For 130 years the West London Mission (WLM) has been in the forefront of care for some of London's most marginalised people. Inspired by the vision of our founders, we reach out, day-in day-out, to transform the lives of homeless and vulnerable people.

Today, WLM delivers pioneering services which transform the lives of thousands of people affected by homelessness, offending, addictions and personal difficulties. Our approach is rooted in an inclusive Christian ethos and our values place our clients and residents at the heart of all we do.

We are at an important moment. Homelessness in London is rising and WLM is faced with increasing demand for our services. At the same time we see amazing potential to significantly increase the value of our individual giving and community and events fundraising. We are seeking a creative and ambitious Individual Giving, Community and Events Officer to take help us to the next level.

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### Job Description

Post: Individual Giving, Community and Events Officer

Location: West London Day Centre, 134-136 Seymour Place, London, W1H 1NT

Hours of work: Full Time 36.5 hours per week

Contract: Permanent

Reports to: Head of Fundraising

Responsible for: Occasional volunteers

Salary: £29,425 to £32,867 Inclusive of London Weighting

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### About the role

The demand for WLM's services is rising and to respond to this growing need we seek to increase our voluntary income to exceed £700,000 per year from 2020. The role of Individual Giving, Community and Events Officer is an exciting new post in the WLM fundraising team that will play an integral role in helping us meet this objective.

We are seeking a talented fundraiser with exceptional communication skills and a successful track record of individual giving to take responsibility for increasing funds through the development of our individual donor program, recruiting participants to WLM events and supporting them to raise funds, and capitalising on WLM's standing within our affluent Marylebone community.

If you are an experienced successful and ambitious donor focused fundraiser who is ready to step up and use their strategic ability to work with the Head of Fundraising to drive forward and develop WLM's individual, community and events fundraising program we want to hear from you.

## **Key areas of work**

### **Individual giving & donor development**

- Work with the Head of Fundraising to develop the individual, community and events fundraising strategy to increase income from these strands.
- Lead WLM's individual giving fundraising and generate income by establishing and developing relationships with donors through one-off donations, committed giving and gifts-in-kind.
- Act as the first point of contact for anyone enquiring about making a donation or undertaking an event or activity on behalf of WLM. Ensure that all donors are appropriately thanked within agreed time frame and all donations are recorded on Donorfy.
- Stewardship of donors (in conjunction with the Head of Fundraising), aiming to increase their levels of support, promote legacy giving, develop new ways of giving, including one-off donations and committed giving.
- Develop and produce communication materials including the WLM supporter newsletter, supporter mailing materials, website content, email communications, donation acknowledgements, appeals, reports, fundraising packs and resources as necessary to a high standard of presentation and content.
- Prepare and implement an agreed calendar of supporter mailings and appeals; use Donorfy to support targeted and segmented approaches.
- Support the Head of Fundraising in the identification and approach of high-net-worth-individuals.
- Liaising with donors and WLM staff and volunteers to arrange collection and acknowledgement of gifts in kind and recording these on Donorfy.
- Support the collection of case study materials from across WLM to promote the impact of our work to our supporters.
- Use social media (Twitter, Facebook, etc) in conjunction with the Corporate Development Officer to engage with individual donors and publicise events and news.

### **Events & community fundraising**

- Manage and administer an agreed calendar of supporter fundraising events including the annual WLM Sleep Out and challenge events.
- Book events, purchase spaces, fill places and support participants to reach agreed sponsorship targets.
- Work with the curators and committees (with the support of the Head of Fundraising) of local events, festivals and groups that support WLM to ensure that income opportunities are maximised and that the WLM brand is correctly represented.

- Engage with local churches, schools and community groups to develop WLM's relationships, promote our work and values and solicit financial support.

### **Administration**

- Manage and administer WLM's individual supporter data on Donorfy ensuring data is recorded accurately and is up-to-date.
- Support the Head of Fundraising with monthly income reconciliations.
- Ensure Gift Aid claims are made regularly and accurately and all Gift Aid eligible donations are accurately recorded.
- Adhere to the Institute of Fundraising Code of Practice, Charity Law, Data Protection Act and other relevant legislative requirements.
- Ensure that all donations (cash, cheques and online) are processed in line with agreed policies

### **Other duties**

- Be an advocate for fundraising across the West London Mission and build successful working relationships at all levels to promote the importance of individual, event and community fundraising and engage the support of staff in our work
- Promote the work and values of the West London Mission externally
- Support the Head of Fundraising with fundraising projects and tasks as appropriate according to the organisation's needs.
- To adhere to West London Mission's Equal Opportunities Policy, Health and Safety Policy and Code of Conduct in all aspects of the work.
- Any other duties as agreed with Head of Fundraising

# Person Specification

**POST:** Individual Giving, Community and Events Officer

**LOCATION:** Fundraising, West London Day Centre

We seek someone who is:

- Results-oriented with the confidence to represent and speak passionately about West London Mission externally across a range of audiences
- Has the experience, skills and drive to take West London Mission to the next level in its individual, events and community fundraising.
- Appreciative of the heritage of West London Mission and can see how our roots in the Church create opportunities for us today.

## Competencies

We will be looking for evidence of all the following key competencies during the selection process:

<ul style="list-style-type: none"><li>• Donor focus</li><li>• Organisation and planning</li><li>• Proactivity and initiative</li><li>• Communication</li><li>• Team Work</li></ul>	<ul style="list-style-type: none"><li>• Administration and IT</li><li>• Reasoning and problem-solving</li><li>• Work with external agencies</li><li>• Coordination of projects</li></ul>
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## Skills, abilities, knowledge, experience and personal qualities we would consider essential:

### 1 Skills, abilities and knowledge

- 1.1 Excellent written and verbal communication skills
- 1.2 Excellent presenting skills with the ability to be adaptable and inspire across a range of audiences
- 1.3 Ability to produce high quality and engaging content for supporters including appeals and reports across a variety of media
- 1.4 A good working knowledge of Microsoft Office; Mail Chimp; Eventbrite, JustGiving, Twitter and Facebook
- 1.5 Ability to work with staff and volunteers of all levels inside and outside of the West London Mission across a range of cultures and sectors
- 1.6 Excellent time management techniques and the ability to manage multiple priorities and work to deadlines
- 1.7 A good up-to-date knowledge of fundraising trends and relevant fundraising legislation including Gift Aid

### 2 Experience

- 2.1 Proven success of raising funds from individual donors and building relationships with supporters
- 2.2 Proven experience of stewarding donors to increase the value of their giving
- 2.3 Proven success of organising participation and supporter engagement events
- 2.4 Experience of day-to-day management and operation of a database (WLM uses Donorfy) including the ability to create queries, manipulate and use data.

### **3 Personal Qualities**

- 3.1 A strong commitment to providing a high quality service to marginalized people
- 3.2 Ability to work independently and think on your feet, and as a team member in a decisive and responsible manner
- 3.3 A demonstrated commitment to West London Mission's values
- 3.4 An understanding of West London Mission's inclusive Christian ethos
- 3.5 Ability to work flexibly including occasional evening and weekend work as required

### **4 Desirable**

- 4.1 Knowledge of homelessness and previous experience of raising funds that support disadvantaged and hard to reach people
- 4.2 Experience of working with and managing volunteers
- 4.3 Experience of working with High-Net-Worth-Individuals