



The Great North Air Ambulance Service

Job Description

Job title: Fundraising (Individual Giving) Officer (12 Month Maternity Cover)

Main purpose of job: Maintaining and increasing giving from individual donors. Through high quality communication of the charity's activities and work, to engage new and existing donors.

Relationships:

- Responsible to: Community Fundraising Manager
- Liaise with: Volunteers, Donors, Supporters, Employees

Main tasks of job:

1. Manage and implement regular giving activities, to increase regular giving income.
2. Actively communicate fundraising campaigns and contribute to creation of advertising them via; direct marketing, digital media and face to face.
3. Raise awareness of regular giving in the community and initiate innovative new ways to support the charity.
4. Work collaboratively with the wider Public Liaison team to ensure donors are acknowledged, thanked and reengaged appropriately, and new leads are followed up.
5. Provide regular reporting and updates to help identify campaign performance, trends and opportunities to maximise individual giving income.
6. Liaise and collaborate with other departments as required. To ensure correct completion of processes e.g. gift aid
7. Contribute to the development and implementation of donor related policies, systems or processes.
8. Assist the Community Fundraising Manager as necessary and take on additional duties as required.
9. Attend training to develop skills and knowledge as necessary.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by the organisation and the overall business objectives.