



JOB DESCRIPTION: INDIVIDUAL/REGULAR GIVING OFFICER

Blesma, The Limbless Veterans is the national charity and membership association for limbless serving and ex-service men and women and their dependants.

We help all wounded servicemen and women who have lost limbs, the use of limbs or eyes, to rebuild their lives by providing rehabilitation activities and welfare support.

Blesma campaigns for our veteran's rights and looks after individuals and their families by offering a comprehensive grants and welfare system. Rehabilitation, support, counselling and care are the four principle foundations of our organisation. Together, we can help our men, women and their families face the challenges ahead with renewed confidence and self-belief.

The **Individual/Regular Giving Officer** is a new role within the Fundraising Department. The post holder will work on Blesma's Direct Marketing programme, promotion of regular giving, promotion of giving through lottery and raffle channels and development of in memoriam and tribute funds. This is a great role for an enthusiastic Individual/Regular Giving Fundraiser looking for flexible part time work in a respected national charity.

Current holder Vacant

Main purpose Support Blesma's Individual and Regular Giving Fundraising programme through Direct Marketing, raffles and lottery and development of in memorium and tribute.

Location Work out of Blesma Head Office – Chelmsford, Essex.

Responsible to: Community and Events Manager

Salary and Benefits £22000 pro rata.

Hours 21 hours per week with flexibility e.g. can be worked across 3-5 days

Blesma offers a contributory pension scheme – employer's contribution 5% and suggested employee's contribution 5% and a Death in Service insurance benefit equal to one and a half times annual salary.

Where appropriate identified training needs will be met with the support of Blesma.

Contract Permanent

Holidays 25 days per annum, plus statutory holidays

Equal Opportunities Blesma is an equal opportunities employer and commitment to this is expected.

Full details of Conditions of Employment are set out in Blesma's Employment Contract, the main features of which are standard for all staff.

JOB SUMMARY

Primary Purpose

To support the development of Blesma's individual and regular giving programme with a focus on Direct Marketing, regular giving, lottery/raffle and in memorium/tribute funds. The post holder will work closely with the Community and Events Manager (line manager) but also the Associate Director of Fundraising and Database Manager. This is a part time role with flexible working.

Main Duties

As part of the Individual/Regular Team, you will work to increase income from new and existing individual donors and provide an excellent supporter experience.

- Help develop Direct Marketing fundraising campaigns from concept, brief, copy, agency management, and reviewing results.
- Foster good relationships with suppliers, to deliver programmes, ensuring results and compliance.
- Work with Database Manager to improve data and data capture to drive growth.
- Organise, promote and grow regular giving through the development of a donor/support journey programme to create long term dedicated supporters.
- Work on the development, promotion and running of the annual prize raffle and lottery programme.
- Work on development, promotion and running Blesma's in memorium giving programme and introduction of giving through tribute funds

Skills

- Excellent writing skills
- Understanding of the creative process
- Excellent communication skills including face to face, written and phone.
- Strong IT skills including knowledge of Windows, MS office, and database e.g. Raisers Edge.
- Exceptional time management and prioritisation skills

Knowledge

- Understanding of the charity sector
- Understanding of individual and regular giving
- Understanding of Blesma’s vision, purpose, and achievements

Other

- Experience in the voluntary sector or a marketing environment

This job description covers the main tasks expected to be involved in undertaking the job and the main characteristics and qualities required of the jobholder. It is not meant to be all embracing and other tasks may be assigned to the jobholder as necessary and/or operational needs dictate.

PERSON SPECIFICATION

	Essential	Desirable
Background		
Good level of education	•	
High level of writing and numeracy	•	
IT skills with knowledge of Word, Excel, Outlook and Internet	•	
Fundraising or marketing related professional qualification		•
An understanding of the wider funding environment and changing trends in the voluntary sector		•
Experience		
Experience of working within the third sector/marketing/sales environment	•	
Experience of working in a individual and/or regular giving fundraiser role		•
Experience of using databases such as Raiser’s Edge		•
Ability to manage own time and workload	•	
Good communication skills	•	
Budget or other Finance related experience		•
Traits		
A team player with a confident manner; a professional, flexible, positive person	•	
Close attention to detail	•	