

**BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION**

<b>JOB TITLE:</b>	<b>Fundraising Assistant</b>
<b>DIVISION/DEPARTMENT:</b>	<b>Development (Cambridge)</b>

**1. OVERALL PURPOSE**

<p>Key areas of responsibility include:</p> <ul style="list-style-type: none"> <li>• Individual Donor data collation (constituent &amp; gifts management, processing and recording)</li> <li>• Provision of specific support to Individual Giving Fundraising Team – donor management, meeting set up, event management support</li> <li>• Provision of general support to Global Fundraising team – administration and data management support</li> </ul>
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**2. STAFF RELATIONSHIPS**

<b>REPORTING TO (LINE MANAGER):</b>
Acting Fundraising Manager
<b>REPORTING TO JOB HOLDER (LINE MANAGED STAFF):</b>
None
<b>PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT:</b> <i>(Include nature of work relationship)</i>
<p><b>Development Department</b> – All members of the global fundraising team – particularly close liaison with the Fundraising Officer and Global Marketing Manager, providing support for donor engagement and fundraising support. Scheduling meetings for the department. Processing new memberships, posting membership packs.</p> <p><b>Finance Department</b> – Income processing, recording donations within fundraising database and pipeline.</p> <p><b>Communications Department</b> – magazine and newsletter distribution, updating website copy.</p> <p><b>CEO’s Office</b> – support for donor meetings, creation of fundraising reports, pivot tables etc.</p>
<b>PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK :</b> <i>(Include nature of work relationship)</i>
<p>Regular engagement with BirdLife Partner Fundraising &amp; Communications Staff - primarily coordination of information.</p> <p>Occasional engagement and liaison with BirdLife Partner Management staff – generally the provision of advice and coordination of information.</p>
<b>PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:</b> <i>(Include nature of work relationship)</i>
<p>Some engagement with Lower Level Donors – first contact letter and membership packs</p> <p>Some engagement with external suppliers, including events logistics (CRM, magazine, fulfilment, graphic designers, event venues, travel companies, caterers etc).</p>

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**3 KEY WORKING RELATIONSHIPS GRID**

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife network / other NGOs	1	General public	2	Policy makers (institutional /politicians/ corporations)	1
BirdLife advisory groups, committees, reg. councils	1	Press & media	1	Funding organisations (institutions, foundations, corporations)	1
BirdLife Global Council	1	Regulators/ legislators/ auditors	1	Individual donors/ members	2
Suppliers/service providers	2	Scientific community	1	VIPs/ royalty/ high worth individuals	1
<p><b>Level of Contact</b>                      1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.                      2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow.                      3.= Justifying/Negotiating – "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.</p> <p>Note: There is some additional guidance on this in the role evaluation sheet that should be used alongside new role descriptions.</p>					

**4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES**

<p>By main work area:</p> <p>The Fundraising Assistant will play a key role in supporting the Individuals Giving team and more generally, providing administrative support to the wider Development (Fundraising &amp; Marketing) team.</p> <p><b>Support to the Individual Donor Fundraising Team:</b></p> <p><b>Donor Engagement</b></p> <ul style="list-style-type: none"> <li>• Daily liaison with World Bird Club members and prospects (phone, email and letter)</li> <li>• Managing provision and tracking of key information flow throughout donor journeys (Welcome, Membership &amp; Retention)</li> <li>• Supporting production and distribution of membership welcome letters and membership packs, quarterly newsletters</li> <li>• Supporting the Fundraising Officer on production of campaigns and appeals</li> </ul> <p><b>Data Management</b></p> <ul style="list-style-type: none"> <li>• Day-to-day data capture, input and maintenance of Raisers Edge (RE) records for BirdLife International members and other ad hoc donors</li> <li>• Recording of pledges, timely processing of donations and issuing receipts, thank you letters, membership welcome packs</li> <li>• Production of quarterly appeal management information reports to show donor acquisition, funds raised and pipeline pledges</li> <li>• Daily liaison with Finance team to ensure all bank transactions are processed appropriately (bank transfers and Gift Aid payments)</li> <li>• Tracking donor income versus objectives and monitoring progress throughout</li> <li>• Checking and raising invoices internally and externally</li> </ul> <p><b>Event Support</b></p> <ul style="list-style-type: none"> <li>• Supporting membership events, such as the Rare Bird Club Dinner in December</li> </ul>
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<ul style="list-style-type: none"> <li>Supporting Rare Bird Club trip coordination</li> </ul> <p><b>Support to wider Development Department:</b></p> <p><b>Knowledge Management</b></p> <ul style="list-style-type: none"> <li>Coordination, preparation and distribution of key donor data to Development Team</li> <li>Supporting the transition of donor data management from manual to automated data input</li> <li>Coordinating management of all donor data within Raiser’s Edge</li> </ul> <p><b>Admin Support</b></p> <ul style="list-style-type: none"> <li>Coordination, preparation and distribution of key donor tracking and reporting to Global Fundraising Team</li> </ul>
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**5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES**

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
<b>Financial/Budgetary</b>	Limited budget responsibility, for example booking event venues, to be discussed on a case-by-case basis with Line Manager, or other senior Development team staff member.
<b>Contracts – Funders</b>	Not Applicable.
<b>Contracts – Staff/Consultants</b>	Not Applicable.
<b>Contracts – Service providers</b>	Authority to hire service providers in consultation with Line Manager.
<b>Legal Responsibility</b>	Normal legal responsibilities apply bound by contract.
<b>Other</b>	N/A

**5. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS**

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
<b>Minimum General Education</b>	Educated to A Level or above, or have other relevant professional experience. Must be numerate and literate, with a high level of oral and written communication skills.
<b>Job Specific Education/Qualification</b>	Institute of Fundraising (IoF) or Institute of Direct Marketing (IDM) qualifications (or equivalent) would be an advantage.
<b>Job Specific Knowledge</b>	Familiarity with Microsoft Office products.
<b>Experience</b>	Experience in an administration or data processing. Previous fundraising experience is desirable but not essential.
<b>Management &amp; organisational skills</b>	Ability to prioritise and co-ordinate on several projects simultaneously, across different work streams within the Development team. Ability to manage own workload with minimal supervision.
<b>Communications skills</b>	Ability to effectively represent BirdLife to external audiences through verbal and written communications. Strong interpersonal skills: self-confidence and assertiveness, diplomacy, team work, good judgement, confidentiality. Confident working with a busy team, with a high level of integrity.
<b>Analytical Skills</b>	The role holder will be required to review and analyse current fundraising

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	donations and campaign success, as well as prospect identification and analysis.
<b>Creativity &amp; Initiative</b>	Opportunity to develop innovative ideas to improve and encourage engagement with supporters and members, such as the welcome series of emails
<b>Computer Literacy</b>	Thorough understanding of all Microsoft Office applications, with particular focus on Outlook, Excel and pivot tables.  Knowledge of any fundraising database systems would be valuable, particularly Raiser's Edge. Experience using Mailchimp would be an advantage.
<b>Languages</b>	Fluent in English. Any other languages advantageous but not necessary.
<b>Travel requirements</b>	This role is UK-based with no need for international travel.
<b>OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES</b>	
Prior annual giving, direct marketing, advertising or sales experience is desirable but not mandatory. An interest in conservation would be an advantage.	

<b>Prepared by:</b>	<b>Date:</b>
Sarah Bull	August 2019