

Job Description & Person Specification



Job title	Fundraising Administration Assistant
Salary	£17,550 (£26,325 pro rata)
Hours	Part-time (25 hours)
Location	Marine Villas, Swanage
Reporting to	Chief Executive Officer
Working with	Volunteer & Activities Co-ordinator Finance & Operations Manager Piermaster Pier Volunteers Trustees

Introduction

The aim of the Swanage Pier Trust is to preserve and maintain the grade II listed Pier at the gateway to the Jurassic Coast World Heritage Site, for the benefit of visitors and the local community. The development of education and recreational facilities are key elements in helping to ensure the Victorian structure continues to attract a wide range of visitors for generations to come.

Currently there are more than 110,000 visitors each year who take part in a range of activities including; sub aqua diving, fishing, kayaking and cruise boat trips. The most popular activity is strolling which accounts for more than 70% of visitors.

Purpose of Role

The Fundraising Administration Assistant will support and develop fundraising initiatives to help maximise income potential. The role provides administrative, campaign, donor-care and events support to help grow individual, community, commercial and legacy income streams that directly contribute to the Pier's conservation and visitor experience.

The post holder will have a positive approach and excellent communication, customer service, administration and organisational skills. An attention to detail will be essential with good working knowledge of IT and social media.

In collaboration with the Chief Executive, the post holder will assist with the development and delivery of the fundraising strategy. Following an induction period, the post holder will be responsible for helping to develop a range of new and exciting fundraising initiatives.

Job Description

- To assist the Chief Executive to deliver the fundraising strategy
- To be a key point of contact for fundraising enquiries by phone, emails or in person
- To maintain accurate supporter and donor base records
- To manage a database of local and regional supporters, venues for events, businesses etc. and any other information that will assist in raising funds
- To process and acknowledge donations, sponsorships ("Sponsor a Plank"), legacies, and in-memory gifts
- To develop and deliver current and previous plank sponsorship messages and communications
- To promote the Swanage Pier membership scheme in order to increase support levels
- To prepare 'thank-you' letters, impact updates, and stewardship materials for donors and Swanage Pier members
- To assist with the development of donor journeys, including repeat giving and legacy communications
- To collaborate with the Volunteer and Activities Coordinator and assist with Trust fundraising events
- To help secure donated prizes or items from businesses for events and raffles
- To help identify individuals or businesses who may support or sponsor the Trust
- To research trusts, foundations, and potential commercial partners
- To assist with the preparation and submission of grant and funding applications
- To help identify and support fundraising groups, key volunteers and organisations
- To be aware of the Institute of Fundraising guidelines to ensure all fundraising activities and administration adhere to best practice
- To attend regular meetings, agree objectives and targets and provide the Chief Executive with activity reports
- To work within an agreed budget, maintain appropriate financial records and track income against targets

In addition to the duties and responsibilities listed above, the post holder is required to perform other relevant duties as may be assigned from time-to-time by the Chief Executive.

This job description is subject to review to ensure that it truly reflects the strategic direction requirements of the Swanage Pier Trust.

Person specification

Job title	Fundraising Administration Assistant
Education/Training	
Good level of education with standard qualification passes in English and Maths	
Commitment to personal professional development	
Experience	
Experience of working in a general fundraising or similar role	
Track record for assisting with a range of fundraising activities and events	
Experience of fundraising targets	
Experience of developing supporter networks	
Understanding Health and safety requirements	
Skills, Abilities & Knowledge	
Excellent communication skills and an ability to engage with the media	
Excellent administration skills with attention to detail	
Ability to prioritise and be highly organised	
Ability to identify fundraising opportunities to maximise income	
Ability to maximise website and social media potential	
Knowledge of grant and funding applications	
Knowledge of GDPR, data protection and confidentiality	
Data/donor base development knowledge	
Other Criteria	
To have an interest and knowledge of heritage sites	
Work well as a team member with the ability to work independently	
Be highly motivated and enthusiastic with a good sense of humour	
Demonstrate a flexible approach to working patterns and duties	
Have a full driving licence	
Be a car owner and willing to travel	