

Fundraising Assistant

**Purpose:**

To assist in the development and delivery of Brandon Trust’s fundraising strategy by identifying new funding opportunities, engaging communities, cultivating donor relationships, and delivering effective fundraising campaigns.

This role will support Brandon to generate income growth through prospect research, community engagement, marketing support, donor management, and administration, helping to build a strong culture of fundraising across the organisation.

Assisting the Marketing Manager, the Head of Communications and External Affairs and other colleagues and teams across Brandon, this role will provide essential support to ensure all our fundraising activity is aligned with Brandon's long-term income development ambitions.

**Objectives:**

**Prospect Research and Income Development**

* Assist the Marketing Manager to conduct research to identify new individual, corporate, and foundation funding opportunities.
* Assist the Head of Communications and External Affairs to develop and submit compelling fundraising proposals to support donor cultivation and income generation.

**Community Engagement and Donor Relationships**

* Assist the Marketing Manager to generate engagement within the communities where Brandon operates through fundraising initiatives.
* Assist the Marketing Manager to build donor networks and develop community partnerships to strengthen Brandon’s fundraising reach.
* Assist the Head of Communications and External Affairs to develop and maintain a network of Fundraising Champions internally and externally to support fundraising strategy.

**Fundraising Campaign Support and Delivery**

* Assist the Marketing Manager and Marketing Assistant in planning, coordinating, and executing fundraising campaigns and events, including mailings, online initiatives, and donor events.
* Assist the Marketing Manager and Marketing Assistant to develop and distribute engaging fundraising materials across multiple channels (e.g., appeal letters, newsletters, social media).

**Donor Management and Administration**

* Assist the Marketing Manager to maintain accurate and up-to-date donor records, including contact information, donation history, and communication preferences, using a CRM system.
* Assist the Marketing Manager to process donations promptly, issue acknowledgment letters, and ensure accurate recording of donations.
* Provide administrative support to the Marketing Manager for fundraising activities, including document preparation and correspondence management.

**Grant Administration**

* Assist colleagues across Brandon in the preparation of grant proposals, reports, and related documentation, ensuring compliance with all requirements and deadlines.

**Monitoring, Reporting and Insight Generation**

* Assist the Marketing Manager by generating reports on fundraising activities, donor trends, and campaign outcomes to inform decision-making.

**Internal Collaboration and Culture Development**

* Work collaboratively with colleagues in the Communications and Marketing Team, operational teams, Enterprises and Retail to align fundraising activities with organisational initiatives.
* Help to develop a culture of fundraising across Brandon through collaborative working and internal promotion of fundraising initiatives.

**Strategic Planning and Development**

* Assist the Marketing Manager to implement and develop Brandon’s long-term fundraising and income development strategy.

**Key Relationships**

* Marketing Manager
* Communications and Marketing Team
* Central Services Teams
* Operational Teams (Areas, Enterprise, and Retail)
* Fundraising Champions
* People Supported by Brandon Trust
* Community Groups and Partners
* Prospective Donors
* Existing Donors

**CORE SKILLS**

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| **Data Literacy** |  | **Digital Skills**  |  | **Governance and Compliance**  |  | **Financial Awareness**  |  | **Health and Safety** |
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| **Inclusion** |  |
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#### SPECIALIST SKILLS

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| **Organisation** |  | **Stakeholder management** |  | **Technical Creativity** |  | **Research** |  | **Digital literacy** |
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| **Content creation** |  | **Writing** |  |
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#### BEHAVIOURS

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| **Equip** |  | **Involve**  |  | **Support** |  | **Recognise** |  | **Challenge** |
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COMPETENCIES

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| **Stakeholder Management**  |  | **Planning and organising**  |  | **Attention to Detail**  |  | **Self-motivation**  |  | **Emotional intelligence** |
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| **Analytical**  |  | **Resilience and perseverance**  |  | **Networking and relationships** |  | **Empathy** |  |
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