

Job Description

Post:	Sparkle Corporate Fundraiser
Reporting to:	Sparkle Team Lead
Accountable to:	Children's Centre Improvement and Development Manager and delegated Trustee
Location:	Serennu Children's Centre, Newport
Salary:	£30,000 to 35,000k per annum
Hours:	37.5 hours per week
Contract:	Permanent
Holidays:	20 days per year, not including bank holidays (pro-rata)

About Sparkle

Sparkle are the official charity supporting the Serennu Children's Centre and the Nevill Hall Children's Centre. Serennu is a state-of-the-art building which provides treatment, care, information, consultations and leisure services for children with disability or developmental delay, thus reducing the burden on families. Nevill Hall is an integrated children's centre attached to Nevill Hall hospital which provides treatment, care, information and consultations at the centre.

Sparkle's principles are to ensure that children with a disability or developmental difficulty, and their families, are fully supported to participate in valued childhood experiences and have access to the same range of opportunities, activities, services and facilities as other children.

Several hundred children visit the centres each week and Sparkle has to raise more than £600,000 every year to fund the vital services we support.

Some of the services and support offered by Sparkle include:

- Providing access to a family liaison officer and support groups.
- Activities including swimming lessons, holiday activities, multi-skills and clubs for toddlers, children, teenagers and siblings.
- Parent and young people's representation in the oversight and running of the Centre
- Family activities including swimming, fun days, residential trips and film screenings at the Serennu Children's Centre's very own 3D MediCinema

Job Purpose

The role is both tactical and strategic in its intent, and its purpose is to achieve an annual income target of £150k during the first 6 month period, rising to £300k for Year 2 in order to meet the ambitions of the charity.

The Role and you

This is a unique fundraising position, you will be solely responsible for all aspects of the fundraising strategy. We are looking for an outstanding Corporate Fundraiser to transform our charity's fundraising activities.

This may, at first, sound a daunting task, however, the one exciting aspect of this role is that you can organise your way of working to suit your own style.

By adapting or setting-up your own systems you will familiarise yourself with the charity and the needs of your role day-to-day. By drawing on your own experience, and using the charity's existing knowledge, you will build a productive fundraising strategy.



Most of all, your ways of working will need to be clear and efficient. You should be certain of your deadlines, targets, calendar of activities and future goals.

You will have the opportunity to adjust the charity's databases and spreadsheets to suit your needs. Ensuring that all fundraising and events activity is measured and investment versus yield is projected, recorded, transparent and reported.

You will need to be focused and to communicate precisely and clearly to your direct Manager and the charity Trustees about your **vision** whilst providing a clear timeline to achieve these goals.

You will have the support of a Community fundraiser to work alongside you in your project management, corporate and Sparkle events, (within the approved expenditure limits set by Trustees). They will be responsible for the marketing and will support you with events.

You will be responsible for small trust and foundation applications, circa £2k per application.

The charity intends to grow the number of people supporting our charity. You will need to look after our existing donors and have a clear strategy of how to attract new donors and how to build on these relationships. We're particularly looking to boost our digital fundraising, legacies, regular-giving, church donations and corporate activity.

You will work to prepare campaigns and the recruitment of Ambassadors, using your skills at giving talks, attending local events, and networking events.

This role is aimed at a person you want to build a loyal long term working relationship with a great charity.

Any other reasonable requests, as required by the Sparkle Team Lead, Children's Centre Improvement and Development Manager and/or delegated Trustee.

Working Hours

The post holder will be required to work flexibly. This post will require some evening and weekend working and hence flexible working options may be considered subject to achievement of targets.

The rate of pay is a consolidated one, which includes any enhanced payments for evening and weekend working.

The post holder will be expected to volunteer their time, at least four days per annum to support the work of the charity and children's centre.

The post holder will be required to regularly travel between children centres, thus is required to hold a valid driving license and have their own car.

Disclosure and Barring Service

This post is subject to an enhanced Disclosure and Barring check with a children barred list check.

This post is subject to an exception order under the provisions of the Rehabilitation of Offenders Act 1974. This stipulates that all previous convictions, including those that are 'spent' must be declared. Previous convictions will not necessarily preclude an individual from employment but must be declared in writing at the appropriate stage during the recruitment process.

Health and Safety

It is the responsibility of all employees to work to achieve a healthy and safe environment, and to take reasonable care of themselves and others.

Equality & Diversity

It is the responsibility of all employees to support Sparkle's vision of promoting a positive approach to diversity and equality of opportunity, to eliminate discrimination and disadvantage in service delivery and employment, and to manage, support or comply through the implementation of Equality & Diversity Strategies and Policies.

This job description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Sparkle is committed to Safeguarding and Promoting the welfare of children, young people and vulnerable adults.

Person Specification

Post Title: **Corporate Fundraiser**

Requirement		Essential or Desirable	How Tested
Education/ Qualifications/Knowledge			
1.1	Educated to 'A' level standard or equivalent level of proven experience	E	Application Form
1.2	Relevant Industry Qualification	D	Application Form
Experience			
2.1	Minimum of 2 years experience in a fundraising/sales capacity	E	Application Form/ Interview
2.2	Experience of working for a charity	D	Application form
2.3	Strong track record of achieving personal income targets in the region of the income expected for this position	E	Application Form/ Interview
2.4	Experience of organising fundraising events	E	Application Form/ Interview
2.5	Experience of developing and implementing a fundraising and events strategy that substantially increases income	D	Application Form/ Interview
Aptitudes and Skills			
3.1	Excellent interpersonal skills and the ability to communicate effectively with a broad range of people	E	Application Form/ Interview
3.2	Ability to establish and maintain excellent working relationships with colleagues	E	Application Form/ Interview
3.3	Ability to work independently and within a team to deliver the Sparkle Fundraising Strategy	E	Application Form/ Interview
3.4	IT skills (including Word, Powerpoint and Excel)	E	Application Form/ Interview
3.5	Good understanding of social media for fundraising purposes	E	Application Form/ Interview
3.6	Ability to track and analyse income against target and to use a database to support fundraising activity and analysis	E	Application Form/ Interview
3.7	Ability to motivate and enthuse supporters	E	Application Form/ Interview
3.8	Strong diplomatic skills to network and encourage donations	E	Application Form/ Interview
3.9	Commitment to achieving positive results	E	Application Form/ Interview
3.10	Excellent written communication skills	E	Application Form/ Interview
3.11	Ability to act on own initiative, manage own workload, prioritising work and meeting deadlines	E	Application Form/ Interview
3.12	Influencing and negotiation skills	E	Application Form/ Interview
3.13	Good understanding of legal requirements relating to fundraising	E	Application Form/Interview
3.14	Ability to develop and maintain relationships with donors	E	Application Form/Interview

Personal Attributes			
4.1	Talented, highly motivated, entrepreneurial drive and enthusiasm	E	Interview
4.2	Genuine respect for children, young people and their families	E	Application Form/ Interview
4.3	Commitment to Sparkle's values and a working style that reflects these	E	Interview
4.4	Energy, creativity, resilience and patience	E	Interview
4.5	Self-starter, enthusiastic, self-motivated, committed with a personal drive to exceed targets	E	Interview
4.6	Dynamic, passionate and results focused	E	Interview
4.7	Good understanding of, and commitment to, embrace the principles of equality in the delivery of services	E	Interview
4.8	Ability to embrace and adapt change	E	Interview
4.9	Completer finisher, energetic, task focused and with an appetite for hard work	E	Interview
4.10	Ability to work extremely flexibly to meet the needs of Sparkle	E	Interview
4.11	Outward facing with the ability to confidently persuade prospective donors to make a contribution to Sparkle	E	Interview
4.12	Honesty, integrity and credibility	E	Interview
4.13	Self-confident with decision making	E	Interview
4.14	This post will require regular travel between children centres plus the ability to travel throughout Gwent and surrounding areas	E	Interview
4.15	Understand and apply the principles of confidentiality and data protection	D	Application Form and Interview