

Cruse Bereavement Care

Job Description

Job Title: Fundraising and Marketing Officer
Location: Richmond
Responsible to: Director of Fundraising & Partnerships
Hours: 35 hours per week

Main purpose of post

To assist the Director of Fundraising & Partnerships in maximising income across Cruse Bereavement Care.

KEY AREAS OF RESPONSIBILITY:

Marketing Cruse's Training and Consultancy Programme

- To research and approach organisations to whom to promote Bereavement Awareness courses, in order to generate a market for Cruse's bereavement awareness training programmes and other products
- To be responsible for the development of promotional material for identified target markets/organisations

Marketing the Cruse National Conference

- To develop a marketing strategy for the conference
- To effectively market the event to both warm and cold supporters

Individual & Group Fundraising

- To work with the Director of Fundraising & Partnerships to develop and increase individual donations
- To ensure that donors are thanked for their support and that the Donor Strategy database is updated
- To design fundraising material to solicit donations from Cruse's website, to promote events and to ensure that income is collected
- To maintain and update donation records and carry out mailing selections
- To maximise the income from Gift Aid and ensure accurate Gift Aid records

Corporate Fundraising

- To write to companies and other organisations to generate funds
- To maintain and update donation records on the database
- To work with other members of staff to identify and cost suitable projects for funding approaches
- To help provide feedback and information to major supporters to increase their commitment to Cruse
- To research and identify new sources of income
- To act as first point of contact for Cruse's relationship with identified corporate supporters

To contribute to the development of fundraising across Cruse

Bereavement Care

- To assist Cruse Areas and Branches with applications to *Awards for All*
- To contribute to and produce fundraising information for use by Cruse Regions, Areas and Branches
- To provide advice and information in relation to fundraising to volunteers and colleagues
- To monitor local practice and ensure that best practice is disseminated

Trusts, Events and PR

- To work closely in support of the Director of Fundraising & Partnerships to develop trust/foundation funding, to organise major events and to increase Cruse's media profile

Other duties

- To provide editorial for *The Funeral Director Monthly* on a quarterly basis
- To provide content for the Cruse website and provide articles for internal publications
- To provide administrative support as required
- To maintain the Fundraising Department's filing system

General

- To carry out all duties with due regard to Cruse Standards and policies
- To attend and participate in the Annual Conference and other meetings as required.
- To work with staff, volunteers and others in furthering the aims of Cruse Bereavement Care within its agreed policies.
- To attend other organisations' conferences and events as required and liaise with other organisations to ensure that Cruse's work is promoted

Person Specification

	Essential	Desirable
Experience		
• Fundraising or Marketing experience or relevant qualifications	✓	
• Development and composition of promotional material	✓	
• Research into new markets and opportunities	✓	
• Public relations/media work		✓
Skills and abilities		
• Excellent written and oral communications skills	✓	
• Ability to be pro-active and creative	✓	
• Administrative and organisational skills	✓	
• Ability to use IT and office-based software, including Word, Excel and Powerpoint	✓	
• Ability to use fundraising databases, in particular Donor Strategy		✓
• Excellent telephone manner	✓	
• Commitment to equal opportunities	✓	
Personal attributes		
• Ability to work with a wide range of volunteers and staff	✓	
• Ability to cope well in an environment where bereavement issues are constantly under discussion		✓
• Willingness to work flexibly, including evenings and weekends when necessary	✓	
• Willingness to travel and stay away overnight	✓	