

## Job Description

### ***Fundraising Co-ordinator***

#### **BookTrust**

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic and more creative. They also do better at school. Our aim at BookTrust is getting every child reading – regularly and by choice. With the long-term impact of the pandemic on children's lives, and with an ever-widening gap for the most disadvantaged children, our work has ever been more important. We have a new ambitious five-year strategy with a deep commitment to doing ever more to support children and families from disadvantaged backgrounds in reading while retaining our universal offer

#### **Job purpose**

The Fundraising Co-ordinator plays a central role within the small Fundraising team at BookTrust. The post holder will be responsible for processing, administering, and reconciling all donations that come into the Fundraising team, recording donor information on BookTrust's CRM – Microsoft Dynamics, and provide a high level of supporter care to all our donors. The post holder will be energetic, enthusiastic and passionate about delivering a high level of supporter care.

The role is part of the Fundraising team that sits within the Communications and Development Directorate

**This post holder will report to:** Individual Giving Manager

**This post holder will manage:** N/A

#### **Key responsibilities**

1. Handling and management of all fundraising donor data
  - Maintain sensitive information and records with appropriate confidentiality
  - Input all new donor information onto CRM and maintain existing data records
  - Create and run reports as required
  - Work with IGM on data selections for mailings such as monthly newsletters and campaign appeals sent through Click Dimensions
  - Support colleagues across fundraising in maintaining records for all contacts including Corporate Partners and Trusts and Foundations
  - Ensure data is correctly tagged to allow segmentation for future fundraising campaigns
  - Become a CRM super user and provide support to the Fundraising team and others across the organisation
  - Work closely with other teams on any additional fundraising campaigns
  - Keep up to date with latest data protection regulations
2. Processing donations and reconciling income with the Finance team
  - Process all one-off donations and new DDs received online, via phone, cheque, CAF, cash, Just Giving or other means

- Reconcile donations between CRM, Microsoft Dynamics, and payment platforms on a weekly basis – including SmartDebit, WorldPay and Authorised.Net
  - Reconcile all income with finance records on a weekly basis
  - Work closely alongside the Finance team to process gift aid claims every 3 months
  - Run regular reports on donations as required within the Fundraising team
3. Engage with BookTrust donors
- Act as first point of contact for, and respond to, all fundraising enquiries – on email, phone or letter, and provide friendly and efficient Fundraising support
  - Provide effective stewardship of all donors – both new and existing
  - Using existing templates, send out all standard correspondence for different groups, to include receipts, thank you letters, gift statements, direct debit admin letters, reactivation letters, changes of details and welcome emails
  - Create tailored comms to individual donors, as required
  - Manage dispatch of regular giver welcome packs through our Operations team
  - Handle all fundraising queries and correspondence with donors, challenge participants or community groups
  - Log and track all fundraising enquiries and any complaints ensuring they are dealt with within agreed timescales, and report back regularly at team meetings
4. Play a central role within the Fundraising team and getting involved in wider fundraising activities
- Be an active member of the Fundraising and wider Communications and Development teams, participating in and contributing to meetings, supporting colleagues and taking part in occasional fundraising events or activities during the day and out of hours, as required
  - Act as an ambassador for the Department internally and externally, delivering a high standard of service and responsiveness
  - To be committed to personal development
  - To carry out all duties in line with BookTrust policies and procedures and to be prepared to undertake additional reasonable duties, as required
  - To promote BookTrust and its vision and values in all activities, both internally while carrying out duties and externally, with stakeholders and the general public

## PERSON SPECIFICATION

You will have experience of working previously in fundraising teams providing administrative and supporter care support. You will have experience and understanding of different donation platforms and fundraising CRMs. You will be passionate about delivering a high level of customer service, have excellent administrative skills, as well as having a high level of attention to detail.

We are looking for someone who is proactive with a positive attitude, who can work independently and collaboratively within the team and with colleagues across the organisation including Finance, and Operations.

CRITERIA	E or D
<b>Knowledge</b>	
a. An understanding of the administration and processes needed to manage charity donations	E
b. A high level of understanding of Fundraising CRM systems, reporting and data selection	E
c. A good understanding of a wide range of fundraising activities	D
d. Knowledge of the principles of delivering a high level of customer care	E
e. Knowledge of donor stewardship activities	D

<b>Experience</b>	
a. Experience of processing payments, ideally DDs and one-off donations	E
b. Experience of working with different fundraising platforms – JG, CAF, WorldPay, Authorised.Net, and uploading and syncing data across payment platforms and CRM	E
c. Experience of inputting data and maintaining existing records	E
d. Experience of working with CRM systems/charity databases – ideally Microsoft Dynamics	E
e. Experience of reconciling donations with finance teams and systems	E
f. Experience of producing accurate, interesting and compelling written communications	D
<b>Skills and Attributes</b>	
a. Excellent administrative and organisational skills, able to manage varied workload	E
b. Highly accurate data entry skills, high level numeracy and an eye for detail	E
c. Excellent communication skills – both written and verbal	E
d. Excellent IT skills, including Microsoft Office (especially Excel) and have good understanding of using CRM databases within a fundraising setting	E
e. Ability to work collaboratively, be agile and open to change	E
Key BookTrust behaviours: ambitious to deliver, creative, work collaboratively, embrace change	
<b>Qualifications</b>	
a. A good level of education	E
b. Relevant workplace qualification related to fundraising or administration	D

**E = essential criteria**

**D = desirable criteria**

## **Terms and Conditions**

- Salary: £26,944 (tbc)
- 28 days holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply, you must submit your CV and attach a covering letter of no more than two pages outlining your suitability in relation to the person specification.

## **Our Commitment to Diversity and Inclusivity**

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on [HR@booktrust.org.uk](mailto:HR@booktrust.org.uk) or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.