



SENIOR FUNDRAISER – NORTH AND WEST KENT

PURPOSE OF ROLE

To generate the funds and income necessary to enable ADSS to deliver its mission to ensure everyone living with dementia in Kent and Medway get the support they need to live the life they want. The Senior Fundraiser will be key to the development and implementation of our fundraising strategy in areas of Kent and Medway, where we have not previously operated. They will develop sustainable income, funding growth and long-term supporter relationships. To raise ADSS's profile within the community; initiating and building mutually beneficial and sustainable relationships to ensure long-term support.

RESPONSIBILITIES

Fundraising

- To work pro-actively to grow and develop support through new business planning within the strategy.
- To oversee the day-to-day execution of fundraising activities across the area, in support of the fundraising strategy, to achieve agreed income targets and KPIs, taking a lead and individual responsibility for your area.
- To nurture and create donor journeys, establish, develop and maintain sustainable relationships whilst enhancing the supporter experience.
- To proactively identify ways of developing fundraising, including new initiatives that encourage long-term, sustainable giving to ADSS.

Communications

- Work with Internal Communications colleagues to create fundraising content for the website and social media channels that supports the fundraising ambitions of the Charity.
- To work effectively with our volunteer coordinator to support fundraising needs.

Relationships building

- To forge long-term mutually beneficial relationships with key supporters and raise funds towards the ongoing work of ADSS. By nurturing and maintaining existing relationships and identifying new opportunities and contacts.
- To create excellent internal relationships that inspire and continue our ethos that everyone working at ADSS will support our fundraising ambitions.
- Provide an exceptional level of communication to ensure that relationships with all supporters are maintained and developed.

Administration

- To use and maintain our Salesforce donor database to enable an inspiring supporter journey.



- Working with the Senior Leadership Team and the fundraising team to, devise and implement a specific strategy and operational plan for the region. To deliver on financial targets, and to ensure income growth and sustainability.
- Implement robust processes to enable timely and accurate reporting, monitoring and evaluation of all Fundraising activities
- To maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, and in accordance with GDPR and ADSS's privacy policy
- Ensure compliance to all ADSS policies and procedures and keep up to date with all relevant fundraising regulations

KNOWLEDGE, SKILLS AND EXPERIENCE

- Experience of working in a fundraising, business development or sales role at a senior level.
- Demonstrable experience of working with and managing individuals and groups of all levels to achieve targets and build relationships; or proven transferable skills – showing diplomacy, persuasiveness, and credibility.
- Excellent negotiation, influencing and communication skills, both written and verbal with the ability to communicate at all levels, including public speaking to achieve results.
- Proactive, motivated, highly organised with strong time-management skills.
- Experience of using a customer relationship or donor management database.
- Tenacious and self-motivated approach to work.
- Good IT skills, including a comprehensive knowledge of the Microsoft Office suite of programs especially Excel and Word
- Flexible attitude to working hours and able to work weekends and evenings when required.
- Full Driving Licence and the ability to travel independently with access to a suitable vehicle for business purposes.