

THE SCAR FREE FOUNDATION

SENIOR DEVELOPMENT OFFICER

TERMS OF REFERENCE

Location: The Scar Free Foundation offices at the Royal College of Surgeons, Lincoln's Inn Fields, London, WC2A 3PE.

Reports to: Senior Trusts and Foundations Manager

Responsible for: N/A

Key relationships: The Chief Executive and members of the Board of Trustees
The Scar Free Foundation colleagues
Existing donors and prospects
Members of the Development Board
The Scar Free Foundation grant holders, research leads and clinicians

Primary objective: To assist the Senior Trusts and Foundations Manager in delivering the Foundation's fundraising campaign by providing essential portfolio management, prospect research, communications and donor support.

Key Responsibilities

Portfolio management

- To effectively manage a portfolio of small and medium, existing and prospect funders to support the fundraising strategy.
- To implement and support the strategy for cultivation, engagement and recognition of funders.

Prospect Research

- To provide quality research on all prospects including high net worth individuals, grant making trusts, and corporates.
- To conduct research on the networks of senior volunteers, including Trustees and Development Board members.
- To generate new prospect names.
- To ensure research is accessible and can be readily shared, as required, for volunteers and Board meetings.
- To identify and manage resources, key directories and publications necessary to support this research.

Database Management

- To manage the charity's database (Raiser's Edge NXT) ensuring timely, accurate, comprehensive, and up-to-date records.
- To process and record donations, including digitising correspondence, acknowledging and receipting gifts, sending out Gift Aid forms, and scheduling reporting deadlines on Raiser's Edge.
- To log and monitor the progress of agreed actions on Raiser's Edge and to check in regularly against these with staff and senior volunteers.
- To ensure The Scar Free Foundation complies with General Data Protection Regulation and the Code of Fundraising Practice, notably that consent has been given to gather and process data on supporters and prospects.

Communications

- To manage a program of social media-based/online fundraising activity, planning and implementing an income strategy
- To write content for online and physical supporter materials, as required.
- To work with the Head of Research Funds to gather updates from researchers and funded centres to create compelling reports for donors and material for donor reports, news stories, social media, and the bimonthly e-newsletter.
- To author and schedule the charity's e-newsletter to stakeholders, using Mailchimp.
- To work with the Senior Trusts and Foundations Manager on the development of a compelling online and physical Case for Support, and to adapt and update this resource over time.

Development Board

- To work closely with the Senior Trusts and Foundations Manager and Development Board on the planning for and administration of cultivation events, including invitations, communication with attendees, and drafting of briefing documents for volunteers.
- To provide support to the Development Board, Chief Executive, and Senior Trusts and Foundations Manager for face-to-face meetings with donors and prospects, including booking meetings, developing briefings and bespoke materials, co-ordinating visits to research centres, and attending these meetings as and when required.

Other

- To attend events as a representative of The Scar Free Foundation as required.
- To support the Senior Trusts and Foundations Manager with the overall campaign strategy, taking on other duties as required.
- To support the Senior Trusts and Foundations Manager on drafting of formal submissions to funders, where capacity allows.

Key skills

- Excellent written and verbal communication skills, with the ability to write eloquently, accurately and persuasively.
- Self-motivated, energetic, and able to use own initiative and enthusiasm to get the job done.
- Ability to think creatively about how to present The Scar Free Foundation's cause and the complex research we support in a way that is compelling and resonates emotionally with donors.
- Positive, flexible, and collaborative attitude.
- Strong administrative, and research skills, with a keen attention to detail and ability to complete tasks swiftly.
- Ability to initiate and develop long term and productive relationships with senior volunteers, including Trustees and the Development Board.
- A confident and persuasive speaker, who is not phased by meeting and networking with a wide range of volunteers, supporters and donors from all backgrounds.

Knowledge and experience

Essential

- A least three years' experience in trust fundraising or a related fundraising discipline in the voluntary sector, building positive relationships with supporters.
- A good understanding of the core principles of trusts and foundations fundraising, with a focus on building long-term and sustained relationships with donors.
- Knowledge of Raisers' Edge or similar database, plus Microsoft Office packages.

Desired

- Experience and understanding of fundraising through social media.