

BETHANY CHRISTIAN TRUST

JOB DESCRIPTION

Individual Giving Fundraiser (Data & Insights)

**1 JOB DETAILS**

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| **Job Title** | Individual Giving Fundraiser (Data & Insights) | | | **Line Manager** | | Team Lead - Individual Giving Fundraiser | |
| **Grade Level** | 4 | **Spine Pt Range** | 23 - 25 | | **FTE Salary Range** | | £30,213 - £32,028 |
| **Section/Unit** | Fundraising and Marketing | | | **Directorate** | | Income Generation | |
| **Location** | 65 Bonnington Road, Edinburgh, EH6 5JQ | | | | | | |
| **Hours** | 30 | | | **FTE** | | 0.8 | |
| **OR** | To be in sympathy with the Christian ethos of Bethany | | | | | | |

# JOB PURPOSE

Our mission is to relieve suffering and meet the long-term needs of people who are homeless and vulnerable in Scotland. To support us achieve that, our fundraising team aims to produce high-quality appeals to acquire new supporters, promote our work and services, and increase donations. They are passionate about providing excellent donor care and nurturing lifelong relationships with individual givers.

As an experienced, proactive and methodical fundraiser, you will deliver Bethany’s individual giving strategy, creating and maintaining imports of all donations, acquiring and retaining donors, accurately recording supporter communications, while utilising and analysing data to improve our fundraising. You will have responsibility of our Customer Relationship Management (CRM) software and will oversee relevant training across the organisation.

You will be part of a multi-disciplinary team, supporting other areas of the business including events and finance. Living out our values, you will work with colleagues across the charity on story gathering, donor stewardship, finance allocation and database management, so that, together, we can work towards ending homelessness in Scotland one person at a time.

# 3 MAIN RESPONSIBILITIES

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| **Responsibilities**  Processing and creating imports of donations onto CRM Raiser’s Edge from various locations. Providing breakdowns for finance with correct allocations regarding all donations. | **45%** |
| Analysing data to help improve campaign communication and tailor approaches for donor acquisition and retention.  Preparing weekly reports for active campaigns and appeals, highlighting the most relevant or revelatory data.  To participate in the monitoring and forecasting of individual giving fundraising targets and performance. Preparing monthly reports on income and KPI performance across the department. |  |
| To provide excellent stewardship to a range of supporters, developing supporter journeys that build and nurture relationships, and their connection to Bethany’s work.  Respond to the needs of Bethany supporters and the general public through thoughtful handling of communication and acknowledgements. | **30%** |
| Delivering database training. Creating and managing users within Raiser’s Edge. | **5%** |
| To work collaboratively across teams to help generate leads for other areas of giving and participate in regular team meetings and office tasks. Building relationships with project staff to better understand the complexity of homelessness in Scotland. | **20%** |

1. **PLANNING & ORGANISING**

* Deliver multiple projects to strict timescales.
* Support the production and circulation of promotional literature and seasonal appeals, while conducting administrative functions to a high standard.
* Deliver excellent supporter care, developing tailored supporter journeys, and ensuring an integrated, seamless experience.
* Identify target audiences for a wide variety of Fundraising activities.
* Record key interactions and relationships on the department’s CRM, Raiser’s Edge.
* Create, implement and report on RENXT training and be responsible for staff induction, implementing new features and managing the programme’s users.
* Support the Fundraising Manager in monitoring and presenting monthly fundraising income, according to planned strategy and targets.
* Prepare and support the finance and fundraising team through the annual audit.
* Liaise with the finance team on allocation of donations and ensure income reconciles between the two departments.

1. **PROBLEM SOLVING**

* Required to manage their workload and be proactive in seeking solutions to problems that arise in their work.
* Participate in campaign planning meetings, sharing and developing both ideas and solutions, and contributing to debriefs.
* Prepare queries and import frameworks to ensure data is accurately managed.
* Establish and maintain robust processes for data entry.
* Import Bethany’s fundraising income onto Raiser’s Edge using both manual data entry and established import frameworks.
* Liaise with Blackbaud for technical maintenance of Raiser’s Edge.
* Identify potential sources of data breach and create processes to avoid this.

1. **KNOWLEDGE, SKILLS & EXPERIENCE**

* Experience within a similar role, and enthusiasm to build relationships with new and loyal supporters, while maintaining accurate data on each constituent.
* Excellent verbal and written communication.
* Experience in working collaboratively with internal stakeholders and working on cross-departmental initiatives.
* Knowledge of Gift Aid and how to claim it correctly.
* Excellent planning skills and an ability to identify and maximise opportunities.
* An ability and desire to cultivate good working relationships with people and organisations at all levels.
* An awareness and active application of best practise and maintaining the highest levels of confidentiality.
* Ability to interpret numerical and statistical information and make recommendations for continual improvement and growth.
* Determination to maintain and improve processes or solutions.
* Strong computer skills and ideally experience of working with a CRM, in particular with Raiser’s Edge.
* Ideally has experience of working with Excel, with the ability to build and edit complex Excel spreadsheets.
* Knowledge of fundraising regulations and Chartered Institute of Fundraising codes of practice, or willingness to learn about this.

1. **ADDITIONAL REQUIREMENTS & INFORMATION**

* The job holder will be based in our Leith office, with some flexible home working (when not required for an in-person meeting or by line manager). However, on occasion travel to other locations across Scotland will be required for events or visiting projects.
* Flexible working will be required to support wider team fundraising events and enterprises. This can be weekends or evenings, and overtime can be redeemed as time in lieu once agreed with direct line manager.
* Commitment to the aims and vision of Bethany Christian Trust and an ability and desire to demonstrate our values (Love, Serve, Value) in your work.
* Commitment to work alongside and support volunteers/interns.
* Employees are expected to undertake any other reasonable and related tasks allocated by their line manager.
* Passion for our work with people who are experiencing homelessness and have found themselves in crisis.
* The job holder has no direct reports.

The job holder is required to be in sympathy with the mission, ethos and values of Bethany Christian Trust.

**8 CREATION AND REVISION**

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| **Created** | May 2023 |
| **For Review** | March 2025 |
| **Reviewed** | March 2025 |