

Fundraising Lead Recruitment Pack

Job title	Fundraising Lead
Location	We offer a hybrid model of working. Our office is near London Bridge, which will be your location and contract base. You are expected to work two days per week in our London office
Salary	£40,000 per annum
Hours	Full time, 35 hours per week
Travel expenses	Staff are expected to pay travel costs to and from their home to the London office. Regardless of where they live. Staff are able to claim travel expenses for journeys to places other than the London office, for work purposes
Contract	Permanent
Annual leave	28 days per annum, including three mandatory days over the Christmas and New Year period, plus bank holidays
Reports to	Chief Executive

About us

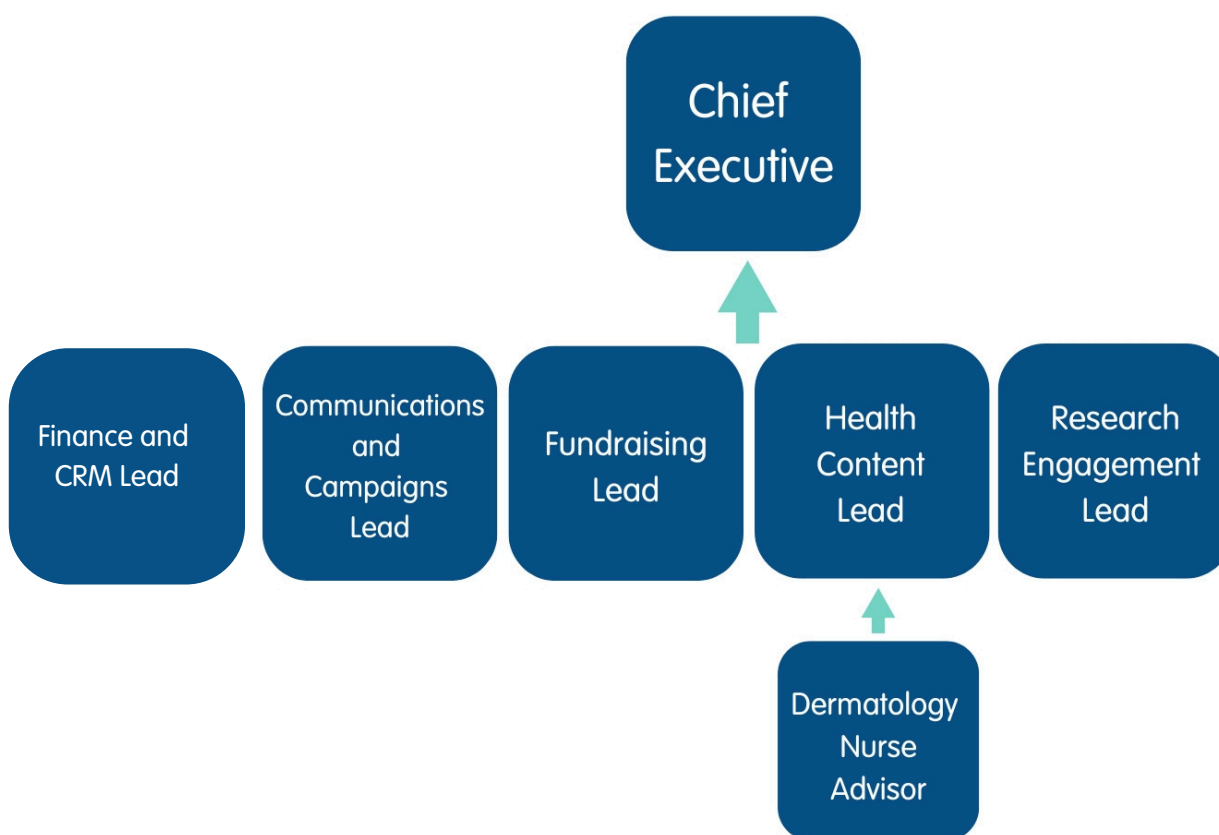
National Eczema Society is the UK charity dedicated to making life better for people with eczema and their families. As a small and agile organisation, we punch above our weight and have big ambitions.

In the UK, around 1 in 5 children and 1 in 10 adults live with eczema, so lots of people are looking to our charity for hope and support. Our mission is to empower people to live well with eczema, to become 'expert patients' supported by a charity that puts their needs first. Through growing our research, campaigning and awareness-raising, we are working to improve eczema care now and in the future.

Fundraising underpins all of our work and is crucial to the success of our charity. We rely on voluntary donations to fund our work, providing information and advice about eczema through our website, publications, communications and awareness campaigns. We also provide a collective voice for the UK eczema community, supporting eczema research, raising awareness and campaigning for better medical care.

We are passionate about improving the quality of life for people with eczema and raising awareness of the condition. You would join our small team based at the charity's offices near London Bridge. There is flexibility for some home-based working and you are expected to work in the office at least two days a week for effective team-working.

Our structure



Job Description

As we seek to grow our support from the eczema community, we've created this brand new role to bring renewed energy and a fresh approach to our fundraising.

The Fundraising Lead will be responsible for driving donations and supporter engagement using personal, story-led communications. They will manage an investment budget to deliver donor recruitment, retention and stewardship activities and will manage individual giving activity, including payroll giving and major donor engagement.

Our donations from individuals delivers a budgeted income of around £100k per year and we are passionate about growing this. Through introducing a new supporter engagement programme, we are looking to attract new supporters and deepen engagement with our current loyal supporters and members.

This role will suit someone who is proactive, self-motivated, resourceful and ambitious. To be successful, you will need to enjoy working in a small team at a small organisation, and be comfortable making decisions and taking responsibility.

Job purpose

To lead and grow engagement and donations from people affected by eczema.

Key responsibilities

- Manage and grow individual giving activity, optimising life-time support for NES
- Develop and implement a supporter engagement programme
- Lead on supporter appeals
- Manage challenge event activity.

Job description

Manage individual giving activity (50%)

- Responsible for managing activity and achieving targets for donations from individuals, including through regular giving, one-off donations and appeals. Includes optimising engagement with supporters through third-party donation channels and platforms like Enthuse, Just Giving and Facebook
- Use the charity's wider community engagement work to develop digital lead generation and fundraising campaigns, using email, search, display, paid social and other channels
- Optimise wider support and engagement with c2,000 National Eczema Society members who pay an annual membership fee and receive our members' magazine twice a year
- Work with external payroll giving agencies to develop and grow the number of supporters and overall value of donations from payroll giving
- Monitor and report against plans, income and expenditure budgets and other performance indicators, to ensure individual giving objectives are achieved

- Maintain full records of all individual giving activity on the CRM database (ThankQ)
- Contribute to legacy marketing activity, ensuring it is integrated effectively within the planned supporter engagement programme.

Develop and implement supporter engagement programme (approx. 20% of role)

- Working with other function leads, develop and implement a multi-channel communication programme to optimise supporter retention and deepen engagement, encouraging supporters to engage in multiple value-based donation propositions
- Create and deliver powerful personal communications, which strengthen supporter engagement and increase lifetime commitment
- Identify and cultivate supporters who are making larger donations, to deepen commitment and lifetime support
- Optimise wider commitment from National Eczema Society members
- Ensure everyone who donates to National Eczema Society is acknowledged and thanked for their support in a timely way, working closely with the Finance and CRM Lead.

Lead supporter appeals (approx. 10% of role)

- Responsible for delivering supporter appeals and working with other function leads to ensure activity is integrated and optimised across charity operations
- Work with external copywriters and designers to produce multi-channel creative content for appeals
- Manage the two established appeals to charity members and other donors each year.

Manage challenge event activity (approx. 10% of role)

- Responsible for managing the Society's challenge event activity, including promoting and allocating charity's Gold Bond places in key events like the London Marathon
- Support and motivate Gold Bond participants to achieve fundraising targets
- Liaise with event organisers to confirm charity places and participant details
- Encourage 'own place' participation in challenge events to raise funds for National Eczema Society and provide participants with fundraising support
- Encourage participants to share their eczema stories to raise public awareness of the challenges of living with eczema.

General management

- Support the Chief Executive in annual budgeting and planning, including leading on own areas of responsibility
- Produce and monitor the Individual Giving and Events budget, working with the Chief Executive
- Contribute to periodic strategy development scoping and planning
- Maintain key indicators reporting for own areas of responsibility
- Work with Chief Executive and other function leads to support key eczema awareness-raising campaigns, including National Eczema Week in September.

Additional responsibilities for all National Eczema Society staff

- Adhere to Society policies and procedures
- Comply with data protection regulations ensuring that personal information remains confidential
- Be responsible for own personal learning and development and to support the learning and development of others and the whole organisation
- Organise your work to ensure that it is accurate and meets quality targets and reasonable deadlines
- Undertake any other tasks, duties or projects that may arise from time to time.

This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The Chief Executive may stipulate other reasonable requirements.

Fundraising Lead

Person specification

All of the following are required unless marked as desirable. Requirements are assessed using information provided on the application form, and from interviews, skills assignments and references.

Qualification and knowledge	Application	Interview
Graduate or equivalent level of education or training	X	
Up-to-date understanding of individual giving fundraising regulations and best practice, including data management and protection. Member of the Institute of Fundraising an advantage	X	X
Good general marketing knowledge, especially digital marketing. Marketing qualification desirable	X	
Good knowledge of English grammar and usage, and how to write clearly and persuasively	X	X
Knowledge of supporter engagement approaches and programmes, including mapping supporter journeys	X	X
Knowledge of creating budgets, and income and expenditure trackers	X	
Competent user of CRM systems (ideally 'ThankQ'), email client software (e.g. Mailchimp), Microsoft Office applications, and website CMS systems (ideally WordPress). Fully social media literate	X	

Experience	Application	Interview
Demonstrable experience of working in comparable fundraising role in the charity sector	X	X
Experience of working within an individual giving programme and meeting targets for donor acquisition, retention and stewardship	X	X
Demonstrable experience of meeting and exceeding personal and team income targets and other KPIs	X	X
Experience of planning, writing and managing multi-channel supporter fundraising campaigns within agreed timescales/budgets	X	X
Experience of developing and implementing supporter engagement programmes an advantage	X	X
Some experience of developing and delivering digital lead generation campaigns and converting sign-ups (desirable)	X	
Good understanding and experience of analysing and evaluating supporter data, and interpreting results and trends to inform future activity	X	
Experience of using a CRM database (ideally 'ThankQ') to deliver supporter journeys and optimise engagement	X	
Experience of fundraising for dermatology/health related causes (desirable)	X	

Skills and abilities	Application	Interview
Excellent verbal and written English language communication skills, and ability to adapt your style for different audiences and channels	X	X
Marketing skills, including digital marketing and especially social media marketing	X	X
Excellent time management skills, confident delivering to deadlines		X
Strong organisational skills and attention to detail, able to plan and manage multiple projects with measurable outcomes	X	X
Excellent interpersonal skills, able to influence and build relationships at all levels with National Eczema Society supporters, staff and external stakeholders		X

Values, attitudes and behaviours	Application	Interview
Able to show empathy and to understanding the difficulties of people affected by eczema	X	X
Passionate about developing and delivering effective and inspiring supporter-focused communications	X	X
Well-organised completer-finisher, who naturally strives to exceed targets	X	X
Able to manage and prioritise own workload, and to work effectively with minimal supervision	X	X

Highly self-motivated, proactive and resourceful, able to work effectively in a home setting as well as an office	X	X
Exceptional ability to work collaboratively with others and in a small team	X	X
Able to inspire and motivate others		X
Confident using appropriate initiative and judgement, and taking decisions independently within remit		X
Able to adapt quickly to new situations and evolving workload		X
Willingness and ability to learn and adapt to changing situations		X
Commitment to the vision and aims of the Society, including commitment to equality and diversity	X	X
Able and happy to travel independently and to work occasional evenings and weekends, as well as occasional overnight stays away from home		X

National Eczema Society is committed to achieving greater equality, diversity and inclusion, to better reflect the diverse communities we serve who are affected by eczema.

Through our policies and actions, National Eczema Society is focused on being an inclusive and diverse organisation. Our objective is to integrate the principles of equality and diversity into all aspects of the charity's day-to-day work and strategic planning.

How to apply

If this role sounds like it's right for you and you'd like to apply, please send us:

- An CV outlining your employment history, academic and professional qualifications
- A Supporting Statement (no more than two A4 pages please), explaining how you meet the requirements described in the Job Description and why you're interested in leading the fundraising for National Eczema Society.

Please email your CV and Supporting Statement to aproctor@eczema.org, by **9am Monday 3 March 2025**.

Please reach out to Andy Proctor, Chief Executive, if you'd like an informal and confidential conversation about this position, via the above email address.

Next steps

Please let us know if you require any special provision if you're called for interview, or if you have any anticipated difficulties with the dates.

Closing date: Monday 3 March 2025

In-person interviews in London: 11/12 March 2025

National Eczema Society

82 Tanner Street, London SE1 3GN | Phone: 020 7281 3553

Email: info@eczema.org | www.eczema.org

National Eczema Society is a registered charity in England and Wales (Charity Commission no. 1009671), and a company limited by guarantee (no. 2685083).