

Potential Plus UK Job Description

Job Title: Fundraising & Membership Officer

Reporting to: CEO

Salary: £27,560 (35 hours per week)

Flexible working: This role can be office-based in Milton Keynes, home-working or hybrid-working to be agreed with line manager as practical and in line with the charity's Hybrid Working Policy.

Contract: 12 months' fixed term

Main objectives of the role

Please note: these will be confirmed on appointment and reviewed annually

- Securing funds from a variety of sources to support services offered to families to meet our strategic objectives and the long-term sustainability of the charity.
- Building and maintaining relationships with a range of individuals and organisations to support the fundraising activities, promote the mission of the charity and improve the visibility of, and understanding about, Potential Plus UK.
- Coordinating the membership messaging and leading the analysis of data to promote the support of the charity and its cause, and maximise potential income, through membership.

Main responsibilities for all employees

1. To keep up to date with statutory and best practice in safeguarding and child protection procedures, ensuring that all members of the charity's community are aware of these, understand their roles and are confident to take action as needed.
2. To liaise effectively with colleagues, parents, schools, colleges and young people to secure excellent outcomes and well-being for young people with high learning potential.
3. To support and implement the strategic aims and all aspects of policies and procedures.
4. To develop best practice in the provision for all high potential learners, including the disadvantaged and disengaged, those with dual or multiple exceptionalities, and English as an additional language, and children from minority groups.
5. To model high standards of professional behaviours and attitudes at all times.
6. To identify the professional learning you need to achieve excellent outcomes, and to monitor the impact to ensure you excel in the role.

Main responsibilities for the Fundraising & Membership Officer

Fundraising

- Support the setting of the charity's fundraising targets through the research and review of both external and internal fundraising activities.
- Maintain an up-to-date database of the charity's fundraising activities and campaigns.
- Collate the agreed metrics (including income and expenditure) and report on a weekly basis.
- Participate fully in the generation of fundraising ideas and activity selection.
- Design, prepare and implement the agreed activities and campaigns, which are likely to be varied in nature and might include dedicated fundraising events, grant applications to support families in disadvantaged socio-economic groups, and legacy generation.
- Recommend changes and updates to the activities and campaigns based on testing and evidenced data.
- Evaluate and report on the effectiveness of fundraising activities and campaigns, including both income and impact.
- Establish and maintain positive relationships with both new and existing individuals and organisations, such as member alumni and grant-making trusts and foundations.
- Lead on stewarding the support of donors, funders, ambassadors and influencers through regular communications and feedback on impact.
- Create and submit monitoring reports to funders that are both timely and of high quality.

Promoting the Charitable Aims of the Charity

- With marketing support as needed, create effective messaging to be shared externally and with existing members to engender a sense of belonging to the high learning potential community, together with an understanding of its rights and its potential positive impact on society, with the aim of creating a desire to support the charity now and on an ongoing basis.
- Work with the Community Information Coordinator to utilise all appropriate opportunities to convey these messages.

Membership

- Design and coordinate an effective system to enhance the membership offer and improve membership renewal and retention.
- Work with the administration and community teams to ensure that the journey from interested party to becoming a member and from member to retained member is compelling and framed coherently and that systems are in place to effectively implement this.

Potential Plus UK is the operating name of the National Association for Gifted Children
Charity Registration 313182 Company limited by guarantee 905037 VAT No 241620694
The Open University, Vaughan Harley Building Ground Floor, Walton Hall, Milton Keynes MK7 6AA
www.potentialplusuk.org

- Work with the Community Information Coordinator on campaigns and strategies to reach new members, engage with existing members and retain existing members.
- Have a thorough understanding of the membership database, collate information and monitor, evaluate and report on all aspects of membership performance.
- Design and coordinate regular market research, including competitor analysis, to identify member/stakeholder needs, to support the rationale for the development of new member/community products and services, and to liaise with and advise other teams in the organisation as appropriate.
- Analyse and interpret marketing and social media performance.
- Identify opportunities for engagement of the membership and the wider community.

Other

- Undertake any other duties that may be reasonably required.

The successful candidate will possess some the following:

	Essential	Desirable
Qualifications & training	<ul style="list-style-type: none"> • At Level 2, the equivalent of Grade C/5 or above in Mathematics and English Language • Recent professional learning which shows a commitment to own development 	<ul style="list-style-type: none"> • Relevant professional qualifications
Experience	<ul style="list-style-type: none"> • Creating and implementing either effective fundraising and/or membership activities • Collating, monitoring, evaluating and interpreting both quantitative and qualitative data • Building and maintaining positive relationships with stakeholders • Prioritising a varied workload for maximum impact • Working with multiple stakeholders simultaneously 	<ul style="list-style-type: none"> • Creating effective communications and messaging • Creating effective communications in a variety of media • Working as part of a small team • Working in the charity sector • Working with a neurodiverse community • Lived experience of being or parenting a high potential learner
Qualities & skills	<ul style="list-style-type: none"> • Highly organised, efficient, methodical, with good attention to detail • Good IT skills (including use of Word, Excel, Outlook and Teams/Zoom) • Excellent communication skills • A 'can do', solution-focussed attitude • Ability to work under pressure when needed • Effective time management • Good collaboration skills • Ability to remain positive, proactive and resilient if faced with fundraising rejections • Empathy with young people with high learning potential and their families • Commitment to Equal Opportunities and valuing diversity 	<ul style="list-style-type: none"> • Desire to learn, develop and apply new skills • Desire to positively impact the lives of children and young people with high learning potential

Potential Plus UK
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