



Patron: HRH The Prince of Wales
Chairman: Baroness Nicholson of Winterbourne

Job Description and Person Specification

Job Title: Fundraising Coordinator – Individual Giving
Reporting To: Head of Fundraising
Location: AMAR's London office in Vauxhall

Job Purpose:

AMAR is seeking an experienced, enthusiastic and dynamic individual to join its small fundraising team to help develop a donor engagement strategy and implement a full range of initiatives to attract, engage and retain supporters and generate further income from individuals to support AMAR's charitable work.

Duties and Responsibilities:

1. To work closely with the Head of Fundraising and Chief of Staff to increase income across all individual giving streams.
2. To assist in developing a plan to strengthen donor engagement and donor relations
3. To develop and implement a strategy to use AMAR's newly-established CRM system (Salesforce) as effectively as possible in order to maximise income, ensuring all appropriate data across AMAR is captured whilst guaranteeing that all data held complies with data protection regulations and is relevant, up to date and accessible.
4. To initiate, develop and manage a planned programme of marketing and management activities to increase individual giving revenue through committed giving, community fundraising, appeals, payroll-giving, and legacies and in memoriam giving.
5. To work closely with the Fundraising Events Coordinator and the Communications team to strengthen AMAR's digital fundraising and online donations.
6. To ensure a comprehensive relationship management plan is in place for existing and potential funders to build support for AMAR.
7. To manage donor development and work with the wider fundraising and communication teams to create and produce relevant and appropriate donor communication and information materials.
8. To provide support to all fundraising events, conferences and meetings.
9. To represent AMAR at external events.
10. To undertake any other tasks as required.

Person Specification:

1. A proven track record of effective fundraising and generating income is essential.



2. Experience of implementing strategies and plans to recruit, engage, inspire and retain donors.
3. Good understanding and knowledge of various income streams that could be created and developed to increase income generated from individuals.
4. Experience of using CRM software is essential. Previous experience of establishing a CRM system within an organisation would be an advantage, along with previous experience of Salesforce.
5. Broad knowledge of campaign development and implementation.
6. Knowledge of regulatory environment for individual fundraising including data protection, gift aid and fundraising codes of practice and regulation.
7. Strong interpersonal skills and the ability to influence a wide range of stakeholders.
8. Ability to work across teams and departments in a collaborative manner and proactively engage colleagues in fundraising initiatives.
9. Strong written and verbal communication skills and the ability to communicate effectively across a wide range of media and audiences.
10. A keen eye for detail to ensure high standards whilst working under pressure.
11. Ability to manage multiple projects simultaneously and work to strict deadlines.
12. Highly competent in use of Windows/Microsoft Office programmes including Word, Excel, Powerpoint.
13. Motivated to work in the not-for-profit sector.
14. Commitment to AMAR's aims, objectives and values.

Conditions of Work:

Salary:	Competitive
Hours of works:	9am to 6pm but some out of hours work will be required.
Annual Leave:	25 days plus bank holidays per annum.
Benefits:	The successful candidate will be entitled to join the AMAR pension scheme which is a 3% employer-matched contribution pension on completion of a three month probation period.
Equal Opportunities:	AMAR is committed to equal opportunities and will not discriminate against any job applicant on grounds of age, gender, race or ethnic origin, religion or belief, sexual orientation, or disability.
Residency:	The successful candidate must have the legal right to live and work full-time in the UK.

Please send your CV and a covering letter to recruitment@amarfoundation.org with Fundraising Coordinator as the subject.