

# Fundraising Lead

Appointment brief  
March 2024

**Hayley Wilson, Senior Consultant**  
Harris Hill Ltd  
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**Harris Hill**  
charity recruitment specialists

# About us



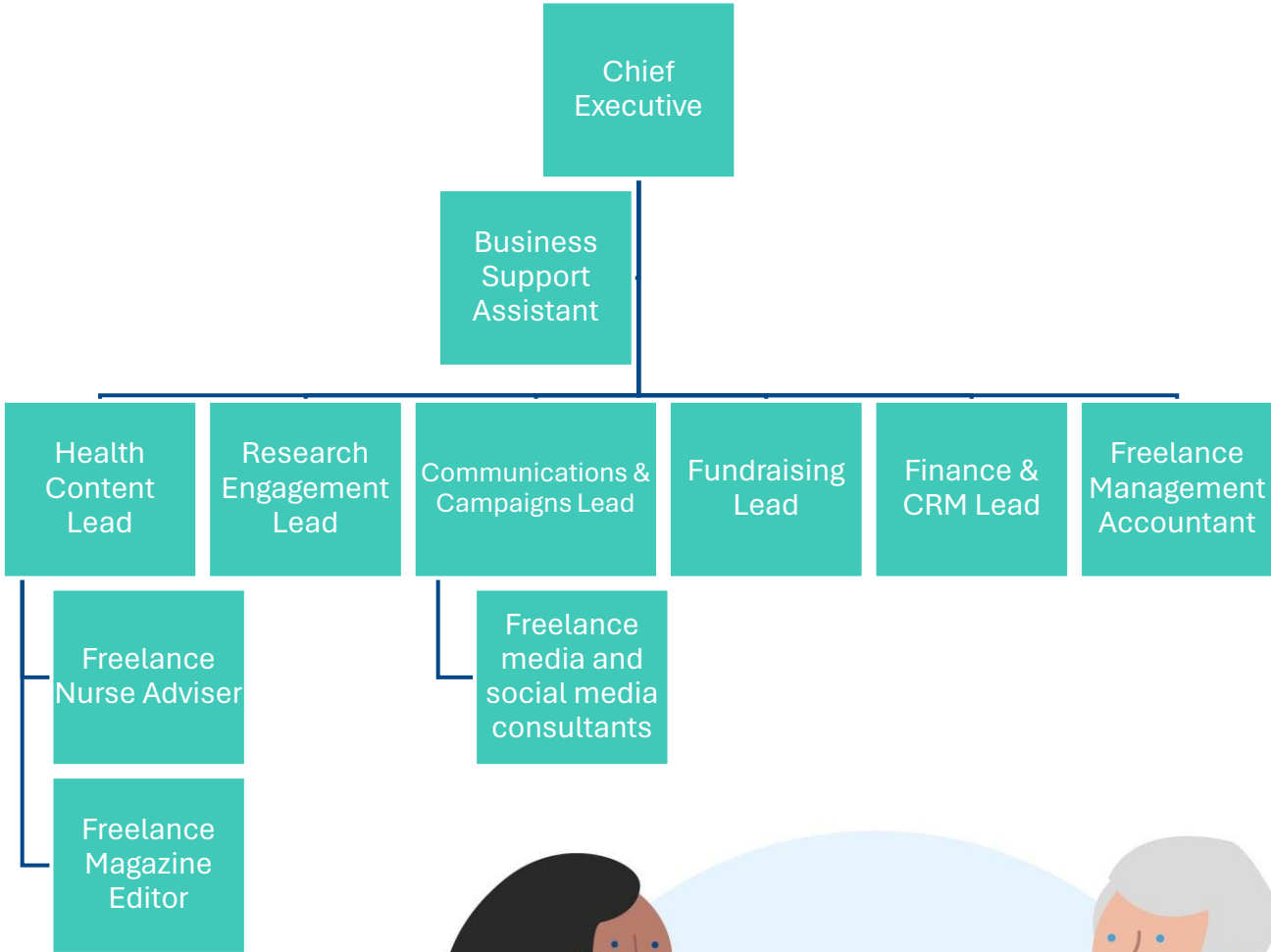
National Eczema Society is the UK charity dedicated to making life better for people with eczema and their families. As a relatively small and agile organisation, we punch above our weight and have big ambitions.

We rely on voluntary donations to fund our work, sharing information about eczema through our website, publications, communications and awareness campaigns. We also provide a collective voice for people with eczema, raising awareness, supporting eczema research and campaigning for better medical care.

In the UK, around 1 in 5 children and 1 in 10 adults live with eczema, so lots of people are looking to the 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 our work and is crucial to the success of our charity.

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 in Camden, north London. We are relocating to new co-working offices in central London in early 2025. There is flexibility for some home-based working, but you are expected to work in the office at least two days a week for effective team-working.

# Our structure



# Job description

## Fundraising Lead

This is a new role at National Eczema Society, as we seek to grow our engagement and support from people affected by eczema. The post-holder is responsible for driving donations and supporter engagement using personal, story-led communications. You will have an investment budget to deliver donor recruitment, retention and stewardship activities and will manage all areas of individual giving activity, including payroll giving and major donors engagement. Our fundraising from individuals delivers a budgeted income of around £100k per year. Through a new supporter engagement programme, we plan to attract new supporters and deepen engagement with our loyal current supporters.

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

<b>Job title</b>	Fundraising Lead
<b>Salary</b>	£40,000 per annum
<b>Reports to</b>	Chief Executive

## Job purpose

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

## Key responsibilities

- Manage individual giving activity and optimise supporters' life-time commitment to National Eczema Society
- Develop and implement a supporter engagement programme
- Lead on supporter appeals
- Manage challenge event activity

# Job description

## Specific responsibilities

### 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 the Exchange membership 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 current 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 Officer.

# Job description

## 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 supporters each year.

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

- Responsible for managing challenge event activity, including promoting and allocating National Eczema Society 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 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 absolutely 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.

# 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.

Qualifications and knowledge	Application	Interview
Graduate or equivalent level of education or training	X	
Good general marketing knowledge. Marketing qualification desirable	X	
Good knowledge of English grammar and usage, and how to write clearly and persuasively	X	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	
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, online meeting platforms, 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	
Experience of planning, writing and managing multi-faceted supporter fundraising campaigns within agreed timescales/budgets	X	X
Experience of producing supporter communications in different styles for different audiences and channels	X	

# Person specification

Experience (cont.)	Application	Interview
Good understanding and experience of analysing and evaluating supporter data	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	
Project management experience	X	
Experience of analysing and interpreting results and trends to inform future planning and fundraising 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

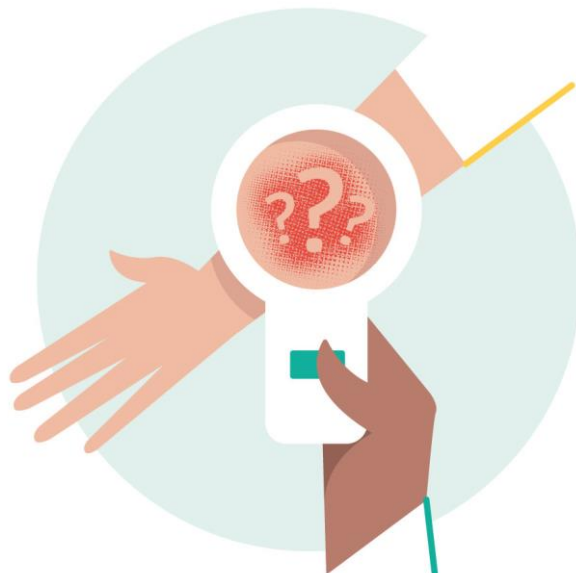


# Person specification

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

# Terms of appointment

<b>Job title</b>	Fundraising Lead
<b>Salary</b>	£40,000 per annum
<b>Reports to</b>	Chief Executive
<b>Location</b>	We offer a hybrid model of working and our office is based in Camden, North London, which will be your location and contract base. This role gives you the opportunity to work from home three days a week
<b>Hours</b>	Full-time, 35 hours per week
<b>Contract</b>	Permanent
<b>Travel expenses</b>	Staff are required to pay for 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
<b>Annual leave</b>	28 days per annum (including three mandatory days over the Christmas and New Year period), plus bank holidays



# How to apply

If you would like to apply for this position, please send the following:

- An up-to-date CV outlining your employment history, academic and professional qualifications
- A Supporting Statement (no more than 2 x A4 pages)
- Demonstrating how you meet the criteria outlined in the Person Specification
- Outlining why you are interested in the Communications and Campaigns Lead role at the National Eczema Society

Please submit your completed application to [hayley.wilson@harrishill.co.uk](mailto:hayley.wilson@harrishill.co.uk) to arrive by 9am, Monday 15<sup>th</sup> April 2024.

For an informal and confidential conversation about this position, please contact Hayley Wilson via the above email address.

## Dates for your diary:

<b>Closing date</b>	9am, Monday 15 <sup>th</sup> April 2024
<b>First stage interview (online)</b>	18 <sup>th</sup> /19 <sup>th</sup> April 2024
<b>Second stage interview (in-person)</b>	w/c 22 <sup>nd</sup> April 2024

Please could you also let us know if you will require any special provision should you be called forward for interview, or if you have any anticipated difficulties with the dates.

Harris Hill Charity Recruitment Specialists operates an equal opportunity policy and commits to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

# Advertisement

Harris Hill are delighted to be working with the National Eczema Society to recruit their new Fundraising Lead. This is a new role at National Eczema Society, as we seek to grow our engagement and support from people affected by eczema. They are a relatively small and agile organisation who punch above their weight and have big ambitions.

National Eczema Society is the UK charity dedicated to making life better for people with eczema and their families. In the UK, around 1 in 5 children and 1 in 10 adults live with eczema, so lots of people look to the charity for hope and support. Their 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 their research, campaigning and awareness-raising, they are working to improve eczema care now and in the future.

Fundraising underpins all of the charity's work and is crucial to their success. As Fundraising Lead you will be responsible for driving donations and supporter engagement using personal, story-led communications.

## Some key responsibilities will include;

- **Managing individual giving activity** – including activities such as regular giving, one-off donations and appeals, digital fundraising and payroll giving
- **Developing and implementing a supporter engagement programme** – create a multi-channel communication programme to optimise supporter retention and deepen engagement
- **Leading on supporter appeals** - working with other function leads to ensure activity is integrated and optimised
- **Managing challenge event activity** - including promoting and allocating National Eczema Society Gold Bond places in key events
- **General management activities** – such as budgeting, planning, strategy development

This would be a great opportunity for an experienced and ambitious fundraiser to take ownership of and drive the future direction of fundraising for this small but mighty charity.

## Benefits include;

- Salary £40,000
- Full-time, permanent
- Hybrid 2 days in the office, 3 from home.
- Office Location- Camden, but soon to move to Central London shared office space.
- Benefits: 25 days holiday, plus additional 3 days over Christmas, plus bank holidays. A flexible, forward-thinking charity, and supportive team, dedicated to your professional development.

The closing date for applications is **Monday 15<sup>th</sup> April**. For more information about this role please apply here now as a consultant will be in touch to discuss further.

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