



GUILDFORD
CATHEDRAL

FUNDRAISING OFFICER

Information for Candidates

BACKGROUND

Guildford Cathedral is a sacred space and a community of people who engage with God and the wider world for the common good. We do this by being a warm hearted community open to God, to all, to growth and to transformation. Over 100,000 visitors come to the Cathedral each year and our Cathedral 'community' comprises thousands who feel close the Cathedral because of historical connection, the purchase of a brick in the 1950s, their membership of the worshipping congregations or staff and volunteers. The core task of Guildford Cathedral is worship. Daily and Sunday choral services are the backbone of our work. The Cathedral is led by the Dean with the Cathedral Chapter which is akin to a Board of Directors and charity trustees. The Fundraising Committee is responsible to Chapter to the fundraising activity.

The Fundraising Officer supports delivery of Guildford Cathedral's annual fundraising target. The post holder is responsible for increasing income through the Fundraising Team's four strategic focus areas, but through Trusts, Legacies, and Individual giving in particular. They ensure excellent donor care through efficient and timely processes, including meticulous use of our CRM database. They bring a proactive and solution-focused approach to the work, with highly competent interpersonal, organisational, and IT skills. They work enthusiastically as part of the Cathedral's team of staff and volunteers to help deliver our vision.

JOB SPECIFICATION

- Reporting to: Head of Development.
- Accountable to: The Chapter of Guildford Cathedral through the Chief Operating Officer.
- Hours and salary: This is a four day a week post. The salary range for the post is £22,000 to £24,000 pro rata (ie £17,600 to £19,200 for four days) depending on experience.

KEY TASKS

General

- Work collaboratively with the Head of Development in the implementation of all fundraising activity.
- Work alongside Staff and Volunteer teams to help ensure fundraising is an integral part of the life and work of the Cathedral.
- Maintain accuracy of donor records on fundraising database (ThankQ) ensuring clear, comprehensive and accurate record keeping.
- Work in accordance with the General Data Protection Regulation to ensure all processes and systems are compliant, in collaboration with the Cathedral's Compliance Officers.
- Ensure there is effective marketing and communications of our fundraising portfolio, the needs of the Cathedral, how people can support it and what the impact of their support is.
- Work collaboratively with finance, events, marketing, catering, music and clergy colleagues
- Carry out other tasks as necessary under the direction of the Head of Fundraising

Trusts and Foundations

- Have overall responsibility for small-medium Trusts' income.
- Manage the current small-medium Trust and Foundation portfolio ensuring there is accurate record-keeping, tailored applications and comprehensive reporting/feedback.
- Research new small-medium Trusts whose grant criteria match our funding needs and have responsibility for new income from them.

Individual Giving

- Administer all aspects of individual donors' gifts and ensure accurate record keeping, including Gift Aid.
- Provide stewardship for individual cash donors and take them on a journey from cash to committed giver.
- Update donors on the impact of their gifts through mailings, events, newsletters and social media channels.
- Work with other teams to maximise income at special events or concerts as appropriate.

- Contribute to individual giving content for social media channels and website.
- Seek new opportunities for individual giving, including trialling and testing innovative ideas.
- Work with the Liturgy and Music Department to evaluate current sponsorship offerings for individual donors and significantly grow our sponsorship schemes working within brand guidelines and budget allocation.

Legacies

- Seek opportunities to promote and market Gifts in Wills to Cathedral supporters and congregation.
- Administer all processes for bequests in a timely and sensitive manner.

KEY RELATIONSHIPS

- Head of Development.
- Chief Operating Officer.
- Office Manager.
- Donors.
- Trusts and Foundations.
- Finance Manager.
- Staff and Volunteer colleagues.

ESSENTIAL SKILLS AND ATTRIBUTES

- Demonstrable successful experience of fundraising or marketing campaigns either within a charity or in other sectors.
- Demonstrable success at delivering income from one or more income streams.
- Demonstrable relevant success at soliciting income from Trusts and Foundations or similar (such as philanthropists or corporates).
- Excellent verbal and written communication skills.
- Excellent interpersonal skills with an ability to connect with people at all levels and build relationships quickly.
- Excellent administrative, organisational and planning skills.
- Excellent computer skills, including working knowledge of Word, Excel and CRM.
- Ability to both work as part of a team and on own initiative.

- Ability to multi-task, prioritise own workload under pressure and meet deadlines.
- Ability to research and analyse information.
- Proactive, enthusiastic and with a 'can-do' attitude.
- Self-starter with the ability to instigate and see-through new ideas and developments.
- Flexible approach to duties and working hours.
- In sympathy with the mission and ethos of the Cathedral.

DESIRABLE SKILLS AND ATTRIBUTES

- Experience of and competence at using ThankQ.
- Demonstrable evidence of successful use of social media to enhance communication.
- Experience of working in a heritage setting.
- Experience of working in a faith-based organisation.

APPLICATION PROCESS

To apply for this post, please visit the Cathedral Website (www.guildford-cathedral.org) and complete the application form provided. Please send this with a covering letter addressing the Key Tasks and Essential Skills and Attributes, as well as your CV, to Dops@guildford-cathedral.org or Matt O'Grady, Guildford Cathedral, Stag Hill, Guildford GU2 7UP. Referees will not be approached without your consent. Applications will only be considered with a completed application form, CV and covering letter. Guildford Cathedral operates under a Safer Recruiting policy. Proof of eligibility for working in the UK will be required before appointing. For an informal conversation please contact Matt O'Grady on 01483 547 864. Closing date for receipt of application is Friday 12 November 2021. Shortlisted candidates will be called for interview during the week commencing 15 November 2021.