**Job Description**

**Job title**: Fundraising Officer (Data & Engagement)

**Reporting to:** Head of Fundraising and Philanthropy

**Location:** Charity Headquarters, Trevithick Downs, Newquay

**Hours:** 37.5 hours per work (some flexibility required)

**Job Purpose**

Responsible for the segmentation of data within Cornwall Air Ambulance’s CRM system, Raisers Edge, to ensure donor relationships are nurtured effectively and that campaigns are designed to maximise donor engagement and encourage lifetime supporter giving. The postholder will also be the ambassador for Cornwall Air Ambulances regular givers, ensuring they feel valued and connected to the charity’s mission.

**Key Responsibilities**

1. Utilising our CRM system, Raisers Edge, segment donor data effectively, to assist with the continuous improvement of donor acquisition, retention and engagement.
2. Monitor and nurture ongoing donor relationships to encourage retention and loyalty, leveraging data insights for continuous improvement.
3. Analyse donor behaviour and giving patterns to inform the development of targeted fundraising campaigns.
4. Support the gold standard stewardship of Cornwall Air Ambulance by utilising data analysis to assist with understanding and improving interactions with our supporters, such as one-off and regular donors, alongside community, businesses, event attendees and major donors.
5. Provide regular reports on donor demographics, area mapping, campaign performance and financial outcomes to assist with decision making.
6. Collaborate with the fundraising team to design and implement campaigns that resonate with different donor segments, based on data insights from Raiser’s Edge.
7. Strengthen relationships with existing donors by providing them with personalized experiences, recognition, and updates on the impact of their contributions.
8. Work closely with the Marketing and Communications team to develop and integrate multi-channel donor engagement plans, helping to create compelling fundraising materials and content ideas (eg donation appeal, newsletters and social media), ensuring consistency of messaging and maximizing the impact of donor outreach.
9. Act as the primary ambassador for Cornwall Air Ambulance's regular givers, ensuring they feel valued and connected to the mission, through developing and implementing an ambitious all-year round Regular Giving plan.
10. Liaising with internal and external stakeholders to develop acquisition and retention plans for regular giving to increase long term sustainable income therefore maximizing donor lifetime value.
11. Manage Cornwall Air Ambulance’s periodic raffles, with the aim of nurturing and developing donors into regular givers.
12. Arrange and host regular face-to-face visits to Cornwall Air Ambulance Headquarters for regular givers to thank and celebrate their support.
13. Represent Cornwall Air Ambulance at supporter events inspiring others to support our mission with engagement and enthusiasm.
14. Collaborate with the wider Fundraising team to assist in the delivery and attendance of flagship fundraising events.
15. Working closely with the Information Governance Committee, ensuing data adheres to data protection and GDPR legislation, and in line with the charity’s privacy policy.

**Requirement of the Role:**

Basic DBS check

**Values**

All staff must embody Cornwall Air Ambulance Trust’s (CAAT) values and conduct business in a manner that reflects the values of our brand:

* **Kindness**

Showing compassion, empathy, and consideration towards others, fostering a positive and supporting environment.

* **Respect.**

Recognising the worth and value of others, embracing diversity and treating everyone with dignity

* **Integrity**

Standing true to moral principles, being honest and acting with consistency and transparency.

* **Progressive**

Embracing innovation, challenging the status quo, and continuously evolving for a better future.

* **Teamwork**

Working towards a common goal, combining individual strengths for collective success

This job description should be regarded only as a guideline of the duties required and is not definitive. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the job holder.

The job holder is required to act at all times in accordance with the Trust’s agreed policies and procedures.

The post holder should sign below to confirm they understand the information provided in this job description.

Signed:

Date:

**Person Specification**

**Fundraising Officer (Data Analysis)**

**Based at Charity Headquarters, Newquay**

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| **Attributes** | **Requirements** | | **Method of Assessment** |
| **Essential** | **Desirable** |
| **Qualifications, training & professional membership** | GCSE English and Mathematics or equivalent | Member of the Institute of Fundraising | Application Form |
| **Knowledge & experience** | Proven experience of data segmentation.  Demonstrate recent and relevant experience of successful data driven fundraising  Experience of donor stewardship programs  Knowledge of the Fundraising Codes of Practice and how this translates into charity fundraising | Knowledge of CRM system, Raisers Edge | Application Form  Interview |
| **Skills & abilities** | Ability to translate data insights into actionable fundraising plans.  Strong donor management skills  Ability to produce insightful data led reports assist with fundraising decision making  Confidence to speak publicly  Excellent IT skills including MS Office packages, in particular Outlook, Word, Excel, Share-point and CRM databases | Understanding of supporter engagement principles and retention strategies | Application Form  Interview |
| **Personal qualities** | Self-motivated to work alone and effectively as part of a team  Positive, “Can-do” attitude  Act with diplomacy and integrity at all times | Enthusiasm and passion for Cornwall Air Ambulance’s work | Interview |
| **Other** | Willingness to undertake out of hours work when required | Full UK driving license | Interview |