



RECRUITMENT PACK  
FUNDRAISING OFFICER  
JO'S CERVICAL CANCER TRUST





Dear Applicant,

Thank you for requesting further information for our Fundraising Officer vacancy

Please find enclosed the below information which you should read thoroughly before starting your application:

- A full job description & person specification
- Additional Information

Closing date: 5pm on the 4<sup>th</sup> August 2021

Interviews:

First Interviews 12<sup>th</sup> or 13<sup>th</sup> August 2021

Second Interviews 19<sup>th</sup> or 20<sup>th</sup> August 2021

If you would like to apply for this role please email your CV and a covering letter to [recruitment@jostrust.org.uk](mailto:recruitment@jostrust.org.uk)

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion.

Please note that we reserve the right to close this post early, should we receive a high volume of applications.

Thank you for the interest in working for Jo's Cervical Cancer Trust

The HR Team



## Job Description

<b>Job Title:</b> Fundraising Officer	<b>Location:</b> Office / Home based
<b>Hours:</b> 37.5 Hours per week	<b>Duration:</b> Permanent
<b>Responsible To:</b> Head of Fundraising	<b>Responsible For:</b> Volunteers as required
<b>Works With/Key Contacts:</b> Internal Team, external stakeholders, Individual Supports, Regular Donors	<b>Salary:</b> £24,000 to £27,000 according to location and experience.

## Background information

Jo's Cervical Cancer Trust ([www.jostrust.org.uk](http://www.jostrust.org.uk)) is the UK's leading charity dedicated to those affected by cervical cancer and cell changes (abnormalities). The charity was established in 1999 by James Maxwell following the death of his wife Jo, aged 40, from cervical cancer.

Since then we have provided advice and support to thousands of women and their families.

We offer a range of online and face-to-face support and information including: information materials, a free helpline, online forum, national and regional support days and an 'ask the expert' service. Cervical cancer is one of the most common cancer amongst young women (under 35) in the UK and Europe.

Two women a day in the UK will die from cervical cancer whilst over 3,000 women are diagnosed each year. In addition, some 220,000 a year are told they may have a cervical abnormality that may require treatment. Thanks to the NHS Cervical Screening and HPV vaccination programmes cervical cancer is a largely preventable disease. However, for those affected, the impact of cancer on a woman's life and that of her family cannot be overstated.

This is an exciting time to join the charity. In recent years awareness of our work and cervical cancer has grown significantly with annual income from £288k to £1.8m. The staff team has also significantly grown to 23 enabling us to reach more women than ever before.

Over the past few years our work has been recognised a number of times including winning a prestigious GSK IMPACT Award, Best Communications Campaign at the Third Sector Excellence Awards and a Plain English Osborne Memorial Award for our website, we have also achieved Investing in Volunteers accreditation.

## Overview of the role

An exciting opportunity to play a key role in the development of fundraising work at Jo's Cervical Cancer Trust. As a Fundraising Officer, the post holder will have the opportunity to help us make a real difference by raising vital funds for our work supporting those affected by cervical cancer and cervical cell changes (abnormalities) and our work promoting prevention of cervical cancer through the HPV vaccine and cervical screening. Jo's exciting vision is the elimination of cervical cancer in the UK.



We are looking for an enthusiastic and driven individual to help the team maximise income while creating a long term plan to increase the number of regular donors and individual supporters of the charity. Many of our supporters have been through a cervical cancer diagnosis or have lost someone to the illness so are very engaged and passionate about the charity.

The person we are looking for will be proactive and willing to build relationships and drive forward income generation rather than simply administrate what comes in. They will manage our relationships and stewardship with Individual supporters and Regular donors. They will also play a key role in managing our fundraising materials and merchandise.

The post holder should have at least 1 year professional fundraising experience.

**Overall**

To stimulate, support and administrate fundraising activities carried out by individuals, on behalf of Jo's Cervical Cancer Trust.

Key tasks and responsibilities	Key elements
<p><b>Individual Supporter Care</b></p>	<ul style="list-style-type: none"> <li>• Respond to fundraising enquiries made by Individual supporters social media, email, phone or post in timely manner</li> <li>• Build on current stewardship and communication plans for Individual supporters &amp; regular donors to ensure that they are receiving the highest level of stewardship</li> <li>• Drive growth in fundraising income from Regular donors through new and creative ways for them to support Jo's</li> <li>• Supporting and engaging with our Facebook fundraisers to maximise their fundraising potential and steward them appropriately</li> <li>• Ensure that all supporter details are up-to-date on the charity's CRM system (salesforce) and use the system effectively to manage relationships</li> <li>• Identify any major donors, trustees of trusts and organisational links that may be of interest and flag to the appropriate colleagues in the team</li> <li>• Analyse the activity and income of fundraisers and donors, undertake reviews and make recommendations on new approaches</li> </ul>

<p><b>Donor Administration</b></p>	<ul style="list-style-type: none"> <li>• Run reports on new donors, processing payments where necessary (e.g. cheque, CAF, BACS or cash donations) and implement donor thanking such as sending thank you emails letters, cards, making calls or certificates as appropriate</li> <li>• Review and refresh content of thank you letter regularly (4 x a year) – using case studies as necessary and bespoke letters</li> <li>• Run twice weekly reports on all online fundraising platforms Virgin Money Giving and Just Giving, Facebook etc. to check for new pages and add income codes for new pages – flag any to appropriate colleagues' e.g. Community and Events Officer</li> <li>• Create contact records on Salesforce for new fundraisers/donors and event records for new fundraising events</li> <li>• Lead on mass communications with supporters using Mailchimp or similar, ensuring compliance with GDPR and internal guidelines from the communications team</li> <li>• Produce timely and accurate financial reports and analysis for forecasts and planning</li> <li>• Represent the team on internal working groups looking at cross-organisational activities</li> </ul>
<p><b>Communications and Campaigns</b></p>	<ul style="list-style-type: none"> <li>• In collaboration with Communications team, create innovative campaigns and utilise existing ones (#SmearForSmear), to promote regular giving and fundraising activities to achieve income growth</li> <li>• Collaborate with the Digital Officer &amp; Community and Events Officer on organic and paid social posts about fundraising including (e.g.#FundraiserOfTheMonth)</li> <li>• Scope, orchestrate and evaluate fundraising campaigns to promote fundraising ideas, regular giving or seasonal campaigns at Christmas for example</li> <li>• Work across the team to ensure fundraising information on the charity's website is up-to- date and come up ideas to update and add new content to maximise the benefit of the website for fundraising</li> <li>• Build a pool of suitable fundraising case studies or media volunteers to support the charity's campaigning and communications team</li> </ul>
<p><b>Fundraising Materials and Merchandise</b></p>	<ul style="list-style-type: none"> <li>• Manage stock levels of fundraising materials and merchandise, working across the organisation to anticipate need</li> <li>• Liaise with suppliers sourcing quotes for both standard merchandise and bespoke items</li> <li>• Send out materials and merchandise requested by supports in a timely manner</li> <li>• Conduct a quarterly audit of collection tins and sale or return items loaned to supporters</li> <li>• Ensure merchandise orders are recorded accurately and appropriately on CRM</li> </ul>

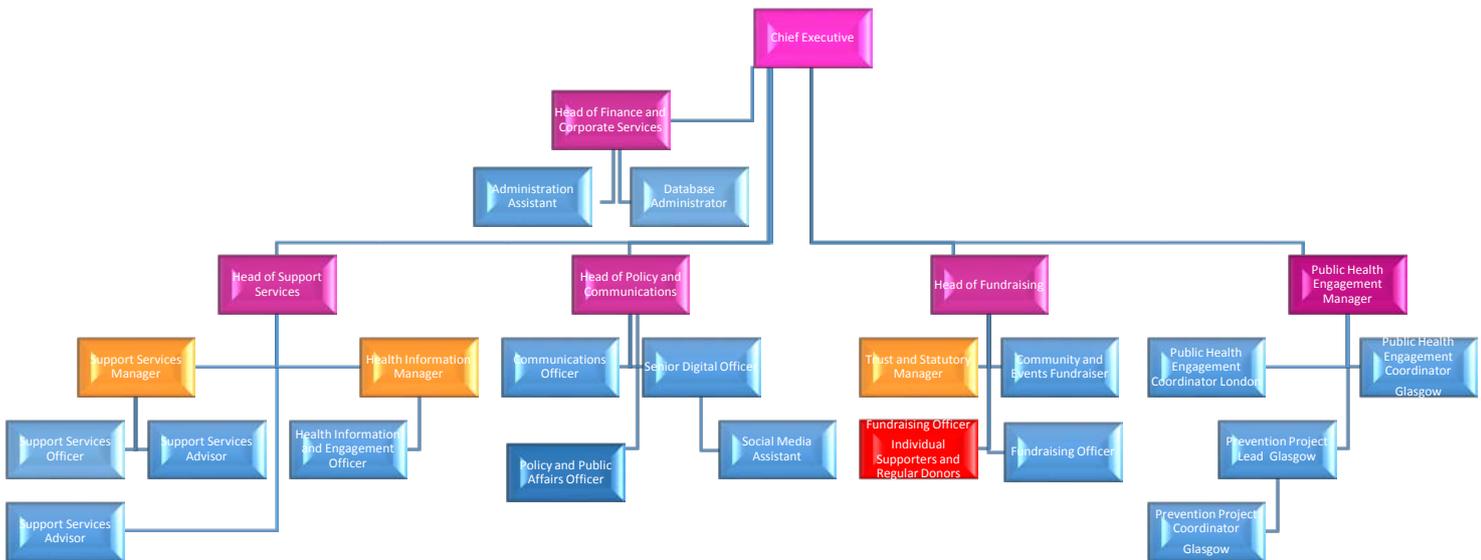
<b>Miscellaneous</b>	<ul style="list-style-type: none"><li>• Source and manage volunteers where needed to support fundraising activities</li><li>• Represent the charity at external events and cheque presentations as required</li><li>• Keep up to date with fundraising practice, GDPR requirements, codes of practise and trends including contact with other charities</li><li>• Project manage supporter and fundraiser events and support colleagues on fundraising events they might be leading on.</li><li>• Due to the nature of the role, you will sometimes be asked to work outside of office hours and regular travel to London office</li><li>• Be a supportive and participatory member of the team, willing to contribute and help</li><li>• Abide by the Charity's policies, practices and core values</li><li>• Support diversity and equality of opportunity in the workplace for staff and volunteers.</li></ul>
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**Personal specification**

Essential	Desirable
<ul style="list-style-type: none"> <li>• 1 year previous fundraising experience</li> <li>• Confident written and verbal communication skills</li> <li>• Experience of building fundraising relationships</li> <li>• Experience of donor care or customer service</li> <li>• Enthusiastic and driven</li> <li>• Creative and happy to take initiative</li> <li>• Experience of working with a database or CRM system.</li> <li>• Ability to prioritise workload and be flexible</li> <li>• Strong analytical and organisational skills and attention to detail</li> <li>• Ability to work under pressure</li> <li>• Positive attitude, particularly to new tasks and problem solving</li> <li>• Computer literate with intermediate to advanced knowledge of Microsoft Office suite</li> <li>• Ability to work as part of a team and ability to work unsupervised</li> <li>• Conscientious and willing to learn</li> <li>• Professional, able to represent the charity externally</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with salesforce.com</li> <li>• Experience of using Just Giving or Virgin Money Giving.</li> <li>• Experience of using Mailchimp or similar software to send mass e-mailings</li> <li>• Social media experience for a wide audience</li> <li>• Experience of working with and supervising volunteers</li> <li>• Knowledge of fundraising codes of practise</li> </ul>



## Position in Team



## General Information

Jo's Cervical Cancer Trust is an equal opportunities employer and all employees are actively encouraged to contribute to the promotion of diversity

## Values

Passion – With it we can achieve the extraordinary

Respect – We make every effort to understand and be considerate of the needs of others

Evidence – This underpins every decision we make

Collaborate – We can achieve our purpose by working together

Challenge – Through it we influence, generate changes and progress.



## **Working at Jo's Cervical Cancer Trust**

We offer a pension contribution

Flexible working options are considered

Holiday entitlement is 25 days per annum pro rata (plus statutory bank holidays pro rata)

Please note that all offers of employment require:

- References deemed satisfactory to the Charity
- Proof of eligibility to work in the UK

## **About the information we collect and hold**

The table set out in Part A of 0 below summarises the information we collect and hold up to and including the shortlisting stage of the recruitment process, how and why we do so, how we use it and with whom it may be shared.

The table in 0 of 0 below summarises the additional information we collect before making a final decision to recruit, ie before making an offer of employment unconditional, how and why we do so, how we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

## **Where information may be held**

Information may be held at our offices and those of our group companies, and third party agencies, service providers, representatives and agents as described above.

## **How long we keep your information**

We keep the personal information that we obtain about you during the recruitment process for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether your application is successful and you become employed by us, the nature of the information concerned and the purposes for which it is processed.

We will keep recruitment information (including interview notes) for no longer than is reasonable, taking into account the limitation periods for potential claims such as race or sex discrimination (as extended to take account of early conciliation), after which they will be destroyed. If there is a clear business reason for keeping recruitment records for longer than the recruitment period, we may do so but will first consider whether the records can be pseudonymised, and the longer period for which they will be kept.

If your application is successful, we will keep only the recruitment information that is necessary in relation to your employment.

Your rights to correct and access your information and to ask for it to be erased

Please contact our Data Protection Team, who can be contacted on [datateam@jostrust.org.uk](mailto:datateam@jostrust.org.uk) or 020 3096 8100 (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this



notice. You also have the right to ask Data Protection Team for some but not all of the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our Data Protection Team will provide you with further information about the right to be forgotten, if you ask for it.

### Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### How to complain

We hope that our Data Protection Team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint about the information we collect and hold

#### Part A

#### Up to and including the shortlisting stage

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
<b>Your name and contact details (ie address, home and mobile phone numbers, email address)</b>	From you	Legitimate interest: to carry out a fair recruitment process	To enable HR personnel or the manager of the relevant department to contact you to progress your application, arrange interviews and inform you of the outcome
<b>Details of your qualifications, experience, employment history (including job titles and working hours) and interests</b>	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	To make an informed recruitment decision  The person making the shortlisting decision will receive pseudonymised or anonymised details only; if you are invited for interview, the interviewer will receive non-anonymised details

<b>Your name, contact details and details of your qualifications, experience, employment history and interests</b>	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	
<b>Your racial or ethnic origin, sex and sexual orientation, religious or similar beliefs</b>	From you, in a completed anonymised equal opportunities monitoring form	To comply with our legal obligations and for reasons of substantial public interest (equality of opportunity or treatment)	To comply with our equal opportunities monitoring obligations and to follow our equality and other policies
<b>Information regarding your criminal record</b>	From you, in your completed application form	To comply with our legal obligations	To make an informed recruitment decision
<b>Details of your referees</b>	From your completed application form	Legitimate interest: to carry out a fair recruitment process	To carry out a fair recruitment process Information shared with relevant managers, HR personnel and the referee

**Part B**  
**Before making a final decision to recruit**

<b>The information we collect</b>	<b>How we collect the information</b>	<b>Why we collect the information</b>	<b>How we use and may share the information</b>
<b>Information about your previous academic and/or employment history, including details of any conduct, grievance or performance issues, appraisals, time and attendance, from references obtained about you from</b>	From your referees (details of whom you will have provided)	Legitimate interest: to make an informed decision to recruit To comply with our legal obligations Legitimate interests: to maintain employment records and to comply with legal, regulatory and corporate	To obtain the relevant reference about you To comply with legal/regulatory obligations Information shared with relevant managers and HR personnel

<b>previous employers and/or education providers</b> <input type="checkbox"/>		governance obligations and good employment practice	
<b>Information regarding your academic and professional qualifications</b> <input type="checkbox"/>	From you, from your education provider from the relevant professional body	Legitimate interest: to verify the qualifications information provided by you	To make an informed recruitment decision
<b>Your nationality and immigration status and information from related documents, such as your passport or other identification and immigration information</b> <input type="checkbox"/>	From you and, where necessary, the Home Office	To enter into/perform the employment contract To comply with our legal obligations Legitimate interest: to maintain employment records	To carry out right to work checks Information may be shared with the Home Office
<b>A copy of your driving licence</b> <input type="checkbox"/>	From you	To enter into/perform the employment contract	To make an informed recruitment decision

You are required (by law or in order to enter into your contract of employment) to provide the categories of information marked '☐' above to us to enable us to verify your right to work and suitability for the position.

