

Post Title:	Fundraiser
Salary:	£30,430 (pro-rata)
Responsible to:	CEO
Location:	Hybrid – Aberdeen office / home
Hours per week:	21

About Avenue

Avenue provides a safe and supportive space for children and families across Aberdeen and Grampian who are experiencing separation, family conflict and relationship breakdown. When times get tough, we offer inclusive and holistic support to help them find a way forward which is right for them.

For over 70 years Avenue has been providing mental health and relationship support across Grampian and is the only provider of Family time services in the region, helping children spend quality time with the important people in their lives they may otherwise not get to see. Join the team and help us to continue. Together, we can make a positive difference to people living in Grampian that they will carry with them for the rest of their lives.

AVENUE: Stronger Bonds. Positive Futures.

Role Purpose

If you are a dynamic and committed fundraiser seeking your next meaningful role, you may be exactly who we're looking for. Your role will be central to the vibrant Avenue team and will focus on ensuring the charity's sustainability by maximising and diversifying income in addition to growing the charity's profile within Grampian region.

You will have the ability and confidence to identify, build, and maintain, strong relationships and partnerships both internally and externally, and a gift for storytelling which will inspire and delight donors. Your ability to identify, develop and steward new revenue streams will also be central to your success.

This is an exciting opportunity for a highly organised and creative fundraiser to make a fundamental difference to both Avenue and the children and families we support.

Main Duties

- Develop, implement, and undertake ongoing evaluation of a Fundraising Strategy, to include stewardship and development of both existing and new income streams.
- Build and maintain positive relationships with key personnel in relevant funding organisations whilst proactively identifying opportunities for growth
- Collaborate with colleagues and service users to build compelling cases for funding applications based on evidence of need and which are founded in the charity's values
- Analyse income and expenditure for each project/service in conjunction with Finance colleagues, creating income budgets to include forecasting and contingency planning.
- Ensure effective storytelling and create content for external communications, targeting different audiences.
- Develop joint funding bids and collaborative initiatives with partner organisations.
- Undertake ROI analysis as standard to ensure effort remains focussed on the fundraising activities that are most appropriate and will have the highest chance of success
- Undertake monitoring and evaluation to assess the effectiveness of projects and activities, and undertake all relevant qualitative and quantitative progress reporting as required by funders
- Introduce systems for effective donor stewardship and development
- Represent and promote Avenue's mission at community and professional events with a view to networking and nurturing relationships
- Monitor funding trends and proactively seek new opportunities.

- Ensure compliance with Avenue's processes, policies and procedures, in particular Data Protection, Confidentiality, Safeguarding and Child Protection, Equality and Diversity, and Professional Boundaries.

Essential Skills & Experience

- Demonstrable experience of writing compelling and successful funding applications
- Experience of managing multiple funding streams and one-off funding, through to multi-year projects
- Knowledge and understanding of grant management and administration including restricted and unrestricted funding
- Creative and proactive problem solver, with the ability to generate new fundraising ideas
- Excellent verbal and written communication skills with the ability to inspire and motivate people
- Ability to work independently and collaboratively with a wide range of people
- Proven understanding of third sector finance, and ability to prepare and report against a project budget.
- High level of IT literacy, including ability to use Office 365

Desirable Skills & Experience

- Experience within a third sector service delivery organisation
- Knowledge of funding sources with specific interest in/ relevance to children and family support services
- Social media and content creation experience