



Age Exchange Fundraising Officer

recruitment pack





Recruitment Pack

Dear applicant,

Thank you for your interest in applying to be the Age Exchange Fundraiser. This pack is designed to provide you with information about the job and a flavour of working at Age Exchange. Our website is also a source of information about what we do www.age-exchange.org.uk

I joined Age Exchange, as Chief Executive five years ago and it has been the best job of my life. Seeing every day the difference we make to people's lives through the use of reminiscence and the arts is the best motivation you can get at work. Added to that I work with a wonderful team of people both staff and volunteers. Sadly our fundraiser is moving abroad so we are looking for someone to join us leading on raising core income.

This is an exciting time for Age Exchange, last year we joined forces with care provider Community Integrated Care and we plan for this partnership to be a time for expansion and growth for our dementia services and to open a network of Age Exchange hubs across the UK. We have independent evidence of the impact of our work on improving the wellbeing of people living with dementia and their carers which gives us a strong base to expand and promote our work.

Currently we have a staff team of 20 and over 100 volunteers who help to run our carers and dementia groups, the café and library. We have a local supporter group 'Friends of Age Exchange' who raise funds and put on events to help combat loneliness in older age. Our base is in the heart of Blackheath (opposite the station and just 12 minutes by train from London Bridge) but our reach is much wider.

We are a family friendly employer and offer flexibility in how the hours are worked and in making adjustments during school holidays. I hope you will consider joining a creative and friendly team on our journey and if you have any questions or would like to talk about the role please contact me on 020 318 9105 or at Rebecca.packwood@age-exchange.org.uk

Best wishes

Rebecca Packwood
Chief Executive

In this pack you will find

- Details of the recruitment process
- Job description and person specification
- Age Exchange: Mission, Goals and Values
- Structure chart

The application and monitoring forms can be downloaded from our website www.age-exchange.org.uk

Recruitment Process

- The deadline for submitting application forms along with a supporting statement is **midnight on Sunday 22nd September**
- Successful applications will be informed of the interviews by the end of **Wednesday 24th September.**
- Interviews will be held on **Monday 30th September** at our offices in Blackheath.

Submitting an application

To apply please complete

- A copy of the application form, attaching a written statement in word or pdf format which outlines how you meet all the points in the person specification. You can use both paid and voluntary experience to demonstrate how you meet the criteria.
- The Equal Opportunities Monitoring Form

Applications can be made on-line via the advert on the Charity Jobs website www.charityjob.co.uk

Any questions please contact Rebecca Packwood on 020 8318 9105 or via e-mail at rebecca.packwood@age-exchange.org.uk

A photograph of an elderly man with a black cap and a blue jacket, smiling and playing a red drum. The text 'Our mission, goals and values' is overlaid in white on the image.

Our mission, goals and values

Our mission is to transform lives through reminiscence, improving health and wellbeing.

Our Goals

To reduce isolation and loneliness

To promote intergenerational understanding

To improve the quality of life and care for older people and those with dementia

To support carers to maintain their own health and wellbeing

Our Values

Age Exchange strives to be person-centred, creative, open and inclusive in all that we do. We believe these values are central to health and wellbeing.

Person-Centred

People are at the heart of everything that we do. We believe that focusing on the individual, their stories and experiences is the cornerstone of reducing loneliness and improving wellbeing.

Creative

We use the creative arts as the basis for our reminiscence work.

Open and Inclusive

We want to create an environment where everyone feels valued and included. We recognise that differences exist and thus respond to individual need.

Fundraising Officer – 21 hours a week

Job description and Person Specification

Job title:	Fundraising Officer
Hours:	21 hours a week The hours can be worked over a number of days to provide flexibility for family and caring arrangements. This needs to be discussed and agreed with the CEO.
Accountable to:	CEO
Salary:	£16,542 for 21 hours a week plus pension scheme (Equivalent to a full time salary of £27,570)
Annual Leave:	15 days annual leave for 21 hour a week contract
Location:	Blackheath, London SE3 9LA

Background

Age Exchange was set up in 1983 to improve the lives of older people and to bring generations together by harnessing reminiscence. Today our mission is to transform lives through reminiscence, improving health and wellbeing.

Nearly four years ago we recruited our first fundraiser and it has made an enormous difference to how we work. We've introduced a CRM system (eTapestry), started direct mail marketing appeals and developed local partnerships and corporate relationships. The Fundraising Officer manages our core fundraising programme, focussed on implementing new fundraising initiatives, so that we diversify our income streams. This includes corporate relationships, individual giving, grants for core income, legacy fundraising and providing some support to our volunteer community fundraising group 'Friends of Age Exchange'.

The successful applicant will need to be a self-starter with a wide ranging knowledge of fundraising techniques.

Role Purpose

- To raise core income from individual donors, community groups, schools, corporates, grants and trusts.
- To develop a fundraising plan for major donors and corporates that will contribute to a significant increase in income.
- To embed a culture of fundraising throughout the organisation.

Key Responsibilities

- To develop and implement a strategy for individual and corporate supporter recruitment and development;
- To grow income, support and awareness for Age Exchange amongst individual supporters, community groups and companies;
- To ensure effective donor relations from identification through to stewardship;
- To use direct mail to reach a wide range of potential and current donors;
- Prospect identification of well-connected individuals who have personal links or an interest in dementia and the wellbeing of older people;
- To increase funds by researching and targeting charitable trusts and foundations whose criteria match the charity's aims and activities;
- Convert Age Exchange café and library users to become advocates and fundraisers
- To collaborate with our community fundraising group 'Friends of Age Exchange';
- Manage, grow and update our donor database;
- Write copy for website fundraising pages; social media; and e-newsletters;
- Recruiting and working with fundraising volunteers;

Person Specification

Essential Criteria

Experience

1. Proven track record of generating income against annual targets.
2. Experience of community fundraising in a volunteer or paid capacity
3. Experience of using digital media

Knowledge, Skills and Abilities

1. Ability to develop strong relationships with potential donors and supporters
2. Ability to produce motivating and inspiring cases for support
3. Excellent written skills with the ability to produce concise and creative copy
4. Ability to provide exemplary stewardship to supporters and donors
5. Ability to effectively monitor and evaluate income against targets
6. Be a team player with a flexible and positive approach to the work
7. Knowledge of data protection legislation and fundraising standards
8. High standard of computer literacy (Excel, Word, Power Point and Outlook and the Internet)

Desirable Criteria

1. Experience of using eTapestry CRM system

Age Exchange Structure Chart August 2019

