

Fundraising & Engagement Assistant

June 2021

About alcohol harm and Alcohol Change UK

Alcohol harm is widespread, serious ... and completely avoidable.

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- campaign for better policies and regulation
- work to create healthier drinking cultures
- deliver cutting-edge behaviour change programmes to help people take control of their drinking *before* they require specialist treatment
- collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- and develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

Our vision: A world free from alcohol harm.

Our mission: To significantly reduce serious alcohol harm in the UK.

Our values

Truthful - we seek and tell the truth.

Compassionate - we care deeply about everyone seriously harmed by alcohol, whoever they are.

Ambitious for change – we are optimistic and determined.

Fundraising and Engagement at Alcohol Change UK

This is an incredibly exciting time to be joining Alcohol Change UK. We are successfully delivering on a major organisation wide strategy, a five-year financial plan and at the early stages of our fundraising journey which is successfully growing at a rapid pace.

Our fundraising strategy prioritises six income sources:

- ✓ individual giving
- ✓ in memoriam giving
- ✓ corporate fundraising
- ✓ community giving
- ✓ legacy fundraising
- ✓ trusts fundraising

As a charity we have some fantastic assets to support fundraising and engagement:

- a board that is committed to fundraising for the long-term
- a great team culture and a dynamic and positive working environment
- a strong, ambitious and high-integrity fundraising strategy
- an inspiring brand
- a new sector-leading website with the potential to reach millions of people.
- the Dry January campaign, bringing huge numbers of people to the charity each year and huge marketing profile to the charity

When we say this role includes 'engagement', we mean it. As Fundraising and Engagement Assistant you will work directly on our mission-centred engagement programme. The team's success is not just judged on income achieved but also by successfully engaging with non-income-generating supporters. As such, you will be at the heart of the organisation, working with colleagues across policy, research, behaviour change and our work to shift the UK's drinking cultures. As well as helping to raise money so that other teams can deliver our mission, you will be delivering our mission directly.

You will start off in a small but perfectly formed team, so will be able to take on a wide range of tasks across a wide range of income sources. As such this role will be interesting, challenging and give you excellent experience and opportunities for development.

Fundraising and Engagement Assistant

Role description, June 2021



Reports to: Director of Fundraising & Engagement

Direct reports: none

Location: Kings Cross, London, WC1X 9NW but some working at home may be possible

Status, hours: Permanent, full-time

Salary: Grade E (salary in the range £21,392 to £24,036 depending on skills, knowledge and experience)

Role Summary

This new role will support the expanding Fundraising & Engagement team with all fundraising activities to ensure that good relationships are maintained with all Alcohol Change UK (ACUK) supporters. The Fundraising Assistant will undertake the financial administration and recording of all fundraising income as well as being the first point of contact for the team ensuring ACUK delivers high levels of supporter care. Additionally, the Fundraising Assistant will provide some administrative support to the Consultancy & Training function.

Key Tasks and Responsibilities

Fundraising

1. Coordinating ACUK's CRM system (ThankQ) and ensuring data accuracy including:
 - New donor details, communications with supporters, gift aid and consent purposes
 - Championing data cleansing and monthly de-duping of contacts
2. Coordinating all general fundraising enquiries including phone calls, fundraising & engagement email inboxes (providing holiday cover for the training & consultancy inbox) and post.
3. Coordinating lead generation from third party challenge event companies and converting leads into participants
4. Coordinating fundraising resources and merchandise including;

- Sending out materials to supporters
 - Compiling fulfilment reports from online shop and sending over to fulfilment agency
 - Monitoring stock levels of fundraising materials and shop merchandise
5. Maintaining up to date filing systems
 6. Supporting with research for Trusts & Foundation applications
 7. Processing all physical (cash and cheques) and online donations received in accordance with ACUK's cash handling procedures, including;
 - Counting and processing cheques/cash
 - Logging all donations on a central post sheet
 - Processing and reporting on all donations received through the ACUK website and all third-party platforms.
 - Ensuring all donors are thanked in a timely manner in line with their communication preferences.
 - Importing all donation data to ThankQ

Engagement programme

8. Act as the first point of contact for enquiries from our volunteers (Community Champions) and alongside the Fundraising Officer steward our volunteers including the coordination of volunteer activities.
9. Identify opportunities for supporters of different types to discover new ways to engage with, for example helping donors become campaigners, or cultural change activists to become community fundraising, etc.

Cross-organisational Role

10. Work closely with colleagues across the charity to support their work and to act as 'one team'.
11. Work particularly closely with colleagues in the Communications team, optimising opportunities for joint working.
12. Contribute actively and positively to charity-wide strategies.

Other Duties

13. Continually develop your knowledge of alcohol harm and solutions to it.
14. Act as a positive ambassador for Alcohol Change UK at all times.
15. Know, embrace and actively uphold the values of Alcohol Change UK at all times.
16. Work flexible hours as necessary to meet the needs of the charity, time off in lieu will be earned for any work required outside of normal working hours.

Fundraising and Engagement Assistant

Person Specification, June 2021



	Essential	Desirable
Knowledge, Qualifications		<ul style="list-style-type: none"> Working knowledge of fundraising or supporter care
Demonstrable experience of	<ol style="list-style-type: none"> Customer service experience, ideally gained within the charity sector Well-rounded office practice experience providing team support/office administration and or finance administration. 	<ul style="list-style-type: none"> Being involved in an engagement programme Working with or managing volunteers
Skills and abilities	<ol style="list-style-type: none"> Strong planning and organisation abilities Very strong attention to detail Excellent IT skills including Microsoft Office Numerate and comfortable working with financial information Ability to manage time and prioritise to meet deadlines in a fast-paced environment Great interpersonal skills – both written and verbal A professional, approachable and empathetic manner Understanding of the importance of adhering to data protection guidelines Willing and able to learn new processes and systems Ability to work independently and collaborate as part of small team 	<ul style="list-style-type: none"> Use of CRM systems, customer or donor database, ideally gained in the not for profit sector.
Personal attributes and values	<ol style="list-style-type: none"> High level of professionalism, hardworking, and ambitious for both the charity and the fundraising function High level of integrity Very high aptitude for team-working and creating 'one team' Compassionate and empathetic 	<ul style="list-style-type: none"> Interest in the mission of Alcohol Change UK Enjoyment of being in an organisation experiencing dynamic change

Working at Alcohol Change UK



Hours of work	35 hours per week for full-time roles. There are no fixed start and end times to the day. All staff can open/close the office.
Flexibility	We love flexibility. We offer flexible start and end times each day around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work some hours over Christmas and New Year to manage the Dry January campaign. We actively support homeworking up to three days a week where it is appropriate to the role and your circumstances, and more frequently than that by arrangement.
Place of work	Our newly refurbished office is conveniently located at Kings Cross: 27 Swinton Street, London, WC1X 9NW but we also support home working up to three days a week where appropriate, and more by arrangement.
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have regular team meetings, team lunch get-togethers, away days and informal socials.
Development	There is a healthy budget for training and development and all staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field and to learn new skills and gain new experiences.
Holiday	25 days' holiday plus bank holidays, rising to 28 days after 3 years' service and 30 days after 5 years' service. We also offer the ability to buy or sell annual leave. Leave is pro rata for part-time roles.
Pension	Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must currently contribute at least 2%. Staff contributions may increase in line with statutory pensions rules.
Life Assurance	We offer a Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT works well and is up-to-date. Remote working is supported on work-provided devices.
Probation and notice	Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have a one-month notice period.

How to apply



Any questions? If you have any questions about the role or would like an informal discussion about the role, you are welcome to email Danielle Houlston, Director of Fundraising and Engagement, at danielle.houlston@alcoholchange.org.uk

Your data

Before you apply, please read our privacy notice for details on how we use your information: <https://alcoholchange.org.uk/privacy-notice>

How to apply:

- ✓ Use our online form here: <https://form.typeform.com/to/u6Qm5m9M>
- ✓ Upload your CV (max 3 page, including two referees) to this online form in M<S Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications via our online form and will not accept applications in any other format. Applications received by post or email will be discarded.

Deadline for us to receive your application: *Strictly 9am Mon 26 July 2021.* The online application form gives a date and time stamp to all applications.

We will aim to get back to you by: *Friday 30 July 2021.* All applicants will receive a response.

Interview date: *Wednesday 4 August 2021.* Please save this date!