

###### **INFORMATION PACK FOR CANDIDATES FOR THE POST OF**

**Fundraising Officer (Part-Time, Temporary 4 Month Contract)**

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| --- |
| Please complete and return this application form to: |
| **Self Help Africa,  41 University Street, Belfast BT7 1FY** |
| **OR email to  recruitment@selfhelpafrica.org** |
| **Please note: CVs will not be accepted** |

Dear Applicant,

Please find enclosed an application pack for the part time temporary post of **Fundraising Officer**, which contains the following items:

###### Section 1: Background

###### Section 2: Job Description

Section 3: Essential Criteria

Section 4: Vacancy Application Form

Section 5: Job Competency Form

Section 6: Monitoring Form

**PLEASE READ THE FOLLOWING INFORMATION CAREFULLY**

1. Your application pack contains information about the organisation, the job vacancy and the person required. You should read these carefully to ensure that the job and conditions are suitable.

2. You must complete sections 4 and 5 accurately and return them by the date and time indicated. You are also asked to complete a monitoring form (section 6).

3. It is your responsibility to ensure that sufficient information is provided to enable a short listing panel to assess your suitability for this post.

***PLEASE SHOW CLEARLY IN YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND ENHANCED CRITERIA.***

4. Applications, CVs and attached sheets:

* Applications can be emailed to recruitment@selfhelpafrica.org or printed and posted to Self Help Africa, 41 University Street, Belfast BT7 1FY to arrive by the deadline provided with Monitoring Form posted in a sealed envelope to arrive by the deadline date.
* Attached CVs **will not** be considered.
* Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.

5. It is the responsibility of the applicant to ensure that sections 4 and 5 are completed and returned

by **10:00am Monday 11th June 2018.**

Your equal opportunities monitoring form (section 6) must also be completed and returned in a separate envelope.

6. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide documentary evidence of their identity for verification and photocopying.

Thank you for your interest in Self Help Africa.

Yours sincerely,

Mr Frankie McClure

Relationships & Marketing Manager

**SECTION 1: Background**

**History and Background**

War on Want NI has been in existence for over 50 years. When it separated from War on Want in Britain in 1971, it became the first independent international development agency working in Northern Ireland and is registered with the Charity Commission for Northern Ireland (Registration number NIC102154).

War on Want NI, works in 2 of the poorest countries in sub Saharan Africa, in the poorest regions of Malawi, Machinga, Balaka and Zomba in the south of the country and Teso in north east Uganda. We work in partnership with local poverty alleviation groups (Partners) representing the most vulnerable people in rural areas providing financial, organisational and capacity building support to bring about sustainable livelihood security, increased household income and improved nutrition. We work to engage and empower local people through Advocacy at local and national levels.

Our key strength is developing the capacity of our partners both CBO’s and local NGO’s to effectively implement, monitor and evaluate projects and strengthen and develop their organisations to help deliver services to their communities and contribute to a vibrant civil society. We have successfully delivered hunger reduction programmes including agriculture, livestock production and income generating interventions through local NGO and CBO partners to marginalised communities which received little or no other support.

Funds to support our programme work are raised through 13 retail shops, statutory funding and some public fundraising activity.

The Future:

Over the past 20 months War on Want has undergone a strategic review of the organisation – including brand review, strategy and options for growth. As a result, the organisation’s Board and Members with the support of the staff and volunteers of the organisation, made a significant decision in late 2017 to merge with a like-minded NGO to diversify and enhance its capabilities in partnership with a larger organisation to expand the scale, programming capabilities, and geographic reach to ensure the greatest impact to beneficiaries and partners in Africa whilst safe guarding the legacy built by our committed members and volunteers. Therefore, in spring 2018, War on Want NI merged with International Development organisation Self Help Africa. This has resulted in the rebranding of all War on Want NI activities as Self Help Africa. Fundraising will be for the purpose of supporting development and poverty eradication projects currently taking place in nine countries in sub-Saharan Africa.

Self Help Africa has offices in Dublin, London, Shrewsbury and New York, and fundraising representatives in both Galway and Boston. The organisation’s vision is a rural Africa free from hunger and poverty.

Self Help Africa is a growing, ambitious organisation, with a projected turnover of approximately €25m in 2018. Institutional funders of our work include the European Union, Irish Aid and UK Aid, together with a broad range of philanthropic trusts and foundations. Self Help Africa also operates a number of subsidiary social enterprise - Partner Africa, TruTrade and Traidlinks.

# Following the merger with War on Want NI the organisation now has 24 retail outlets on the island of Ireland, 13 of these in Northern Ireland.

This is a truly exciting time to join the organisation and join a growing dynamic team across the UK, Ireland, Africa and the USA.

**SECTION 2: Job Description**

**Job Purpose**

To support the growth of fundraising across a diverse range of income streams to achieve long term, sustainable income growth. To develop partnerships and supporter relationships which enhance the giving experience, generate donations and improve understanding of the impact of Self Help Africa’s work.

**Location**

Belfast

**Contract Type**

Part-Time, Temporary 4 Months

**Reporting To**

Relationships & Marketing Manager

**Salary**

£18,070 pro rata (NJC scale 18)

**Specific Roles and Responsibilities**

**Support the implementation of Fundraising & Marketing Strategy that focuses on key areas of Corporate, Major Giving, Legacy, Events and Community Fundraising activities**

* Support the development and implementation of a short fundraising action plan for the summer months to generate cash income
* Identify and develop new fundraising opportunities from events, community activity where possible, cash appeals, shop boxes, bag packing, shopping centre collections and any other opportunity that will generate cash income
* In conjunction with Finance keep records relating to fundraising monies
* Support and motivate fundraising volunteers and recruit new volunteers as required
* Provide regular updates the Relationships and Marketing Manager
* Support Relationships and Marketing Manager with applications for funding from Corporate, Major Giving, Trusts and Foundations
* To liaise with fundraising colleagues in Dublin and England (London & Shrewsbury) and ensure support of the overall organisation’s Individual Giving programme in NI

**Support development of appropriate fundraising channels**

* To identify, develop and support the management of new income generation opportunities
* To support plans to develop legacy fundraising initiatives
* To research and identify corporate partnership opportunities and support proposition development
* To support the development of new and/or implement already established fundraising products in other regions, for Northern Ireland working when appropriate with fundraising teams in other Self Help Africa offices e.g. Harvest Moon Wine Tasting Event and Strictly for Africa
* To support with planning and organising cost effective events that meet the core objective for that event i.e. fundraising and/or engagement events
* To ensure that SHA generates an appropriate return on investment (ROI) for events and that each significant event is analysed to determine how it has performed
* To support the development of new web and digital fundraising initiatives, in conjunction with SHA Dublin, to improve supporter engagement and to garner new support
* To work with the retail team to coordinate and align their support to fundraising

**To ensure effective Communications & Marketing to build profile, awareness and engagement**

* To work with the Relationships and Marketing Manager to develop and deliver measurable marketing initiatives to build engagement, profile and awareness of Self Help Africa Northern Ireland
* To support the development of comprehensive internal and external communications & media plans aligned with the organisation’s strategic objectives
* To ensure the organisation’s brand image and messaging is represented accurately and consistently in the public domain
* To support identification and sharing of news worthy stories with relevant media to help build the profile of Self Help Africa Northern Ireland
* To support with ensuring that all fundraising events receive appropriate publicity and promotion through internal and external channels
* To support with ensuring timely delivery and production of engaging and compelling marketing and communication material

**General responsibilities**

* To keep up-to-date and comply with current fundraising best practice and all legal requirements including GDPR
* To ensure transparency in all fundraising activities
* To support with ensuring appropriate risk management and ROI analysis in relation to all fundraising activities
* To ensure appropriate use of organisation’s database and adherence to systems and procedures
* To work in collaboration with colleagues in Dublin, London, Shrewsbury, US and Africa to ensure cross organisation working to enhance plans and results
* To uphold the reputation of the organisation and represent it in a professional manner
* To undertake such other duties as might be reasonably assigned from time to time

**Key Relationships**

**Internal**

Executive Director NI

Head of Retail NI & ROI

Fundraising teams in Dublin and England

Communication Team for Self Help Africa based in Dublin

Volunteers

Overseas Programmes

**External**

Volunteers

Corporate & Individual relationships

Membership organisations – community & corporate level

Media

Suppliers

**SECTION 3: Essential Criteria**

**Person Specification**

**Essential Experience & Qualifications**

**Essential**

1. Third level qualification or equivalent in a relevant discipline (or working towards one)  
   or  
   have at least 3 years’ experience in a fundraising, sales or marketing role
2. Evidence of a track record of achievements in professional fundraising, sales or marketing activities, including:
   * Proactive face to face engagement with new supporters, building new networks
   * Excellent stewardship to develop relationships for long-term sustainable income
   * Motivating and engaging volunteers in fundraising activities
   * Coordinating multiple on-going priorities, showing effective management of workload under pressure and using your own initiative
3. Evidence of excellent communications skills with individuals and/or groups to include:
   * Strong writing skills for fundraising and marketing purposes, print and on-line media
   * Excellent IT skills to include MS Office; website & social media; and email applications
   * Strong interpersonal skills to lead, motivate and inspire people
4. Evidence of achieving and ability to work to financial targets, manage income and expenditure budgets and analyse and evaluate financial performance.
5. Evidence of planning and delivering fundraising/marketing campaigns or events in a supportive or leading capacity

**SECTION 4:** **VACANCY APPLICATION FORM**



* **Please write clearly (type or block capitals)**
* **All information will be treated in confidence and will be used to assess your suitability for the job**
* **Candidates will be short listed on the basis of information contained in this application.**

**The Vacancy**

Job Applied For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Surname: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Forename (s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Postcode: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home Tel. No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mobile No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you hold a current driving licence? Yes / No

Are you a car owner or do you have access to a form of transport which

will enable you to carry out the duties of this post? Yes / No

**References**

All offers of employment are subject to receipt of satisfactory written references.

Please provide the names, telephone numbers, addresses and email addresses of two referees, one of whom should be your present or most recent employer/line manager, and one who knows/has known you in a work capacity and can comment on your suitability for this post.

|  |  |
| --- | --- |
| **First Referee**  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Tel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relationship to you: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Second Referee**  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Tel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relationship to you: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Have you ever been convicted of a criminal offence? Yes / No

[Exclude convictions which are spent under the

Rehabilitation of Offenders (NI Order 1978)]

**4.1 EDUCATION & QUALIFICATIONS**

|  |  |  |
| --- | --- | --- |
| **Type of Qualification**  **(GCSE, NVQ, A Level, Degree etc)** | **School/University/College Name** | **Results** |
| **Personal Development/Training Completed:** |  |  |

Are you currently employed? Yes / No

Current Salary: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notice Required: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4.2 PREVIOUS EMPLOYMENT** (Start with present or most recent job)

|  |  |  |  |
| --- | --- | --- | --- |
| Name & Address of Employer | Dates employed & salary | Brief description of duties  *(where possible outline specific areas of relevance to this post )* | Reason for Leaving |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

[Please attach additional sheet if required]

**Declaration**

I declare that the information I have given is correct.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4.3 RELEVANT EXPERIENCE**

**Self Help Africa** will shortlist for interview only those applicants who appear from the available information to be the most suitable candidates for the post in terms of relevant skills, experience and ability.

It is therefore essential that applicants fully describe how they meet each particular requirement, including relevant timescale/duration (i.e. provide dates), of the Shortlisting Criteria**.** To fully describe, please give 2-3 clear examples of your competency in each area.

1. Third level qualification or equivalent in a relevant discipline (or working towards one) **or** have at least 3 years’ experience in a fundraising, sales or marketing role

|  |
| --- |
| (Max 300 words) |

2. Clear evidence of a track record of achievements in professional fundraising, sales or marketing activities (as listed in Section 2 of this information pack).

|  |
| --- |
| ( Max 300 words) |

3.Evidence of excellent communications skills with individuals and/or groups (as listed in Section 2 of this information pack).

|  |
| --- |
| (Max 250 words) |

4. Evidence of achieving and ability to work to financial targets, manage income and expenditure budgets and analyse and evaluate financial performance.

|  |
| --- |
| 300 words |

5. Evidence of planning and delivering fundraising/marketing campaigns or events in a supportive or leading capacity

|  |
| --- |
| 300 words |

**SECTION 5: MONITORING FORM**

**EQUAL OPPORTUNITY RECRUITMENT MONITORING FORM**

Self Help Africa is committed to promoting equality, diversity and an inclusive and supportive environment for staff, volunteers and families.

In particular Self Help Africa will seek to ensure that people are treated equitably regardless of their gender, race, ethnic background, age, disability, socio-economic background, religious or political beliefs and affiliations, marital status, sexual orientation or other inappropriate distinction.

In order to do this, it is necessary to collect information from all employees and job applicants on the key characteristics which relate to equality and diversity in employment.

The information collected will be used for monitoring purposes under the terms of the Data Protection Act 1998.

**REQUEST FOR INFORMATION**

Family Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Forename (s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Postcode: \_\_\_\_\_\_\_\_\_\_

Post Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Birth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gender: Female / Male

Disability: Yes / No

You should declare a disability if you perceive yourself as being at a disadvantage in obtaining, keeping or advancing your employment due to a physical, sensory, intellectual, dietary, communicative, psychiatric, allergic, or any other impairment.

Health:

Do you have any medical condition Yes / No

that could significantly affect your performance

of the duties of the post for which you are applying?

If yes, please give details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Religion:

I identify myself as (please tick):

Catholic

Protestant

Other

**Nationality** – Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ethnicity – You are asked to classify yourself in the category, which you feel most nearly describes your origin. If none of the specific groups are suitable please mark the relevant **Other** and **specify your ethnicity**.

I would consider my ethnic origin as – please tick:

Indian

Pakistani

Bangladeshi

Other Asian

Caribbean

African

Chinese

White – British

White - Irish

Other White Background – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other Ethnic Background – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for your cooperation in completing this form.

Self Help Africa is an Equal Opportunities Employer.

**Please place this form in a separate sealed envelope marked Monitoring Form and return to Self Help Africa, 41 University Street, Belfast BT7 1FY**