Job Application Pack:

Fundraising and Data Officer

Hours Per Week: 2.5 days (18.5 Hours)

Unity are flexible in how the post-holder distributes their hours across a week / month. The post holder may be required to work occasional evenings and weekends.

Salary: £22,000 pro-rata (£10,853 actual)

Responsible to:

Business Development Manager

Terms: Permanent

Notice Period: One month

Annual Leave: 25 days + Bank Holidays (Pro Rata)

Unity's Mission

We unite through creative experiences to explore an ever-changing world and our part in it.

Unity is an arts organisation that provides space and opportunity for people to be creative, enjoy high-quality entertainment, and celebrate the communities of Liverpool. We work together to inspire creative risk and achieve a fairer and more accessible world. Unity can be experienced in our iconic building, out in

the city and online for as many people as possible to enjoy.

PURPOSE OF THE ROLE:

Unity Theatre are looking for a passionate Fundraising and Data Officer to support the delivery of Unity's fundraising strategy and ensure our databases are up-to-date and used effectively to communicate with audiences and donors.

The role is part of Unity's Business Development Team, which is responsible for Marketing & Audience Development, Digital, Fundraising (Giving & Sponsorship) and Box Office. Supported by a team of 4

other permanent staff-members, this new role will help implement and administer Unity's fundraising strategy, working on specific projects and events and providing support across all potential sources of income. The role will also be responsible for the maintenance of Unity's database.

We're looking for a team member with excellent verbal, written and digital communication skills, who is confident working with online systems and is able to communicate Unity's mission with enthusiasm and excitement.

We are absolutely not expecting you to arrive as an expert in everything, but we'd love you to be open to learning and growing with the role, and eager to gain new skills and experience.

YOUR CORE RESPONSIBILITIES

- Manage day-to-day communication with members, patrons and sponsors including regular activity updates, thank you materials, invitations to events and donation renewals.

- Be the first point of contact for Unity supporters, co-ordinating the Unity

Circle Supporters database and inbox, directing and responding to external emails

- Document and maintain current and prospective supporters in Unity's new CRM database system.

- Work with the wider Business Development and Marketing Team to ensure all data on Unity's CRM database system is uploaded and tagged correctly and securely

- Generate audience and fundraising reports from the CRM database system to inform activity

- Support with preparation of funding applications and pitches

- Attend external events as a representative for Unity, networking with current and potential new givers

- Work alongside Unity's Marketing Campaign Lead and Unity Online Lead to generate a strong public presence for our supporter campaigns

- Work with the Business Development Manager to identify and consistently communicate with potential corporate supporters

- Support the Business Development Manager with monthly income reporting for the Board of Trustees

- Support the Business Development Manager with audience data reporting for core funders including Liverpool City Council and Arts Council England

CRM = Customer Relationship Management. A CRM system helps manage customer and fundraising data. It supports sales management, delivers actionable insights, integrates with social

media and facilitates team

communication.

PERSON SPECIFICATION

*essential

- Experience of keeping lots of different groups and individuals updated in a manner suitable for them*

- Experience working on multiple projects *

- Experience using online forms of communication including email *

- Experience using and updating a database of contacts to effectively communicate with audiences *

- Experience of administrative tasks including pulling together information

for reports, developing presentations and keeping team members updated with project development *

- Experienced copywriter and communicator *

- Experience growing income *

- Experience using a CRM system

- Experience using a Box Office system

- Experience using an e-newsletter system such as DotDigital or Mailchimp

- Experience understanding and contributing to financial reporting

Skills:

- Confident attending events and representing an organisation publicly*

- Ability to communicate an objective with clarity and enthusiasm, and pitch for money with confidence*

- Exceptional verbal and written communication skills*

- Confident using digital collaboration tools including project management systems, customer management systems, email and social media*

Personal Attributes: *

- An organised planner with attention to detail

- Team Player

- Positive can-do attitude

- Resilient and flexible

- The ability to prioritise demanding workloads and work under pressure to meet deadlines

- Strong interpersonal skills

- Personable and empathetic

- Collaborative working style

Unity's Method of working

- Unity team members work towards both core and agile responsibilities

- Your core responsibilities are your fundamental tasks; generally, those which are needed to run Unity on a routine basis or require specific expertise. At times you may be required to deputise for others and core tasks will alter over time as business demand changes.

- Your agile responsibilities will emerge and evolve based on your interests, potential, talents and the needs of the

organisation. These will centre around project work. Each project will require you and colleagues to form agile teams responsible for the delivery of that project. Teams decide who is responsible for which aspect of delivery. You are encouraged to try new skills to develop yourself, Unity and to deliver our objectives.

Team Objectives:

- Share high quality creative experiences with Liverpool audiences

- Develop and support local artists, ensuring diverse Liverpool artists succeed onto national stages

- Platform and celebrate local communities, developing long term meaningful relationships and offering creative opportunities for participants and audiences

- Contribute to an understanding of the need for an accessible, more supportive society

- Ensure long-term financial viability with a model that sees continued growth in commerciality, partnership work; is applicable for Government subsidy, flexibly responds to changes, and further diversifies income streams