

JOB TITLE	Charity Fundraiser
DEPARTMENT	Marketing
REPORTING TO	Charity Director
HOURS OF WORK	Full-Time (37.5 hours per week) Plus 1.5 hour Team Meeting every 3/4 months (for whole of UK team) for team building and support.
LOCATION	Working Remotely Own laptop needed
SALARY	30,000 Per Year with performance bonuses for reaching targets

ABOUT THE PURIM TRUST

The Purim Trust is a Christian charity dedicated to bringing HOPE and practical support to those in need. Inspired by our faith, we work to make a tangible difference in the lives of vulnerable individuals and communities, empowering them to build a brighter future.

PURPOSE OF ROLE

At The Purim Trust, we believe every child deserves the opportunity to thrive, and we're looking for a passionate and motivated Fundraising Lead to join our team. This is an exciting opportunity to play a key role in shaping our future and helping us make a real difference to the lives of children with disabilities and their families.

We're not just looking for someone to hit targets – we want someone who can share our story, inspire supporters, and work closely with our community to raise vital funds for The Purim Trust. If you're an innovative thinker, a natural relationship builder, and someone who loves a challenge, we'd love to hear from you!

ABOUT THE ROLE

The Fundraising Lead will be responsible for developing and executing The Purim Trust's fundraising strategy, ensuring sustainable financial growth to support our mission.

The role involves engaging with donors, planning fundraising events, managing supporter relationships, and leveraging data to enhance fundraising initiatives. Planning campaigns and strategies for our yearly calendar of appeals and fundraising via email, social media, our website and other forms of communication.

This is a strategic and hands-on role, requiring creativity, relationship-building skills, and a passion for making a meaningful impact.

RESPONSIBILITIES

Strategic Planning and Growth

- Work closely with our CEO to develop and deliver a fundraising strategy that supports our big dreams for the next 3–5 years.
- Think creatively to expand our fundraising efforts, exploring new ideas and opportunities to ensure sustainable growth.
- Meet (or exceed!) annual income goals, helping us deliver even more impact for the children and families we support.
- Planning our yearly calendar for appeals and fundraising campaigns for social media, emails, website and other forms of communication

Fundraising Initiatives

- Research and identify potential grants from charitable trusts, foundations, and other funding bodies.
- Prepare and submit compelling funding proposals and applications to secure financial support.
- Maintain relationships with funders, providing reports and updates as required.
- Write persuasive fundraising appeals for emails, newsletters, and direct mail campaigns to encourage donations.
- Plan, market, and run a variety of fun and engaging fundraising events – from family days to creative campaigns.
- Inspire and support individuals, schools, and community groups to fundraise for The Purim Trust, making their journey memorable and meaningful.
- Look for new and exciting ways to connect with our supporters and grow our community.

Partnership & Business Engagement

- Build connections with businesses, churches, and community organizations to explore sponsorship, collaboration, and partnership opportunities.
- Find and reach out to corporate sponsors and funding bodies to secure financial and in-kind support.
- Identify and secure opportunities to speak at events, networking groups, and faith-based gatherings to raise awareness and encourage support.
- Develop and nurture relationships with key stakeholders to increase visibility and long-term funding prospects.

Supporter Care and Relationships

- Build strong relationships with our supporters, ensuring they feel valued and appreciated every step of the way.
- Provide guidance and encouragement to fundraisers, making sure their experience is rewarding and enjoyable.
- Work with The Purim Trust families and staff to create campaigns that inspire people to get involved.

Making a Difference with Data

- Keep our records up to date and use data to understand what's working (and what's not) to improve our fundraising efforts.
- Share regular updates with the team and trustees, so everyone knows how we're doing and can celebrate our successes together.
- Tack and monitor targets, growth, interactions and analytics.' And 'Advise on website changes, improvements and SEO's

Travel & Event Support

- **Be** willing to assist at events throughout the year as they arise, providing essential on-the-ground support and engagement.
- Be willing to travel to the Philippines for approximately 10 days, once or twice per year, to support Purim Trust projects and partnerships.

ABOUT YOU

Who you are

- **Friendly and Confident** – You love meeting new people and have a natural ability to connect with others, whether it's chatting with a family at a fundraiser, presenting to our trustees or networking with potential funders.
- **Creative and Positive** – You see opportunities where others see challenges and bring a "can-do" attitude to everything you do.
- **A Great Communicator** – You can adapt your tone and style to suit your audience, whether you're speaking with a corporate partner, writing a heartfelt thank-you note, or updating our team.

Your Experience

- **Proven Success in Fundraising** – You've got a track record of raising significant funds for charity and can share examples of how you've done it.
- **Event Planning** – You've organised successful events or campaigns that people loved and can manage the details while keeping an eye on the bigger picture.
- **Supporter Relationships** – You're great at inspiring people to get involved and keeping them engaged over time.
- **Tech Savvy** – You're comfortable using tools like CRM systems to keep everything running smoothly.

What Drives you

- You care deeply about children and their families and want to make a real difference in their lives.
- You're excited to work as part of a team that's passionate, supportive, and always looking for ways to do better.

The Purim Trust's Personal and Cultural Attributes:

- **Committed to the Christian faith:** Our team are all practising Christians and we all actively support and reflect the Trust's Christian ethos in our work, contributing to our mission of serving others in Jesus' name.
- **Passionate about our mission:** You should have a heartfelt commitment to making a meaningful difference in the lives of those facing hardship. Your work will be driven by a strong desire to bring hope and practical support to individuals and communities in need.
- **Aligned with our values:** At The Purim Trust, we embrace a spirit of compassion, integrity, collaboration, and joy. We value innovation and grace in all we do. You'll be encouraged to live out these values and demonstrate a personal dedication to growing in them. During the interview, we will explore how your faith informs your approach to this role.

ENROLMENT & TRAINING PROCESS

To apply for this role, interested individuals **must complete an application form** and **submit a short video explaining why you'd be a great fit for the position**. Shortlisted applicants will be invited to an interview. At the interview you'll need to give a short presentation as to how you align with our values as a charity. The recruitment process may involve multiple interviews, as well as a personality type assessment to help determine how well you would integrate into our team.

The successful applicant will be required to agree to the terms of our staff agreement. Following this, they will attend a training induction session that outlines the expectations of the role. The induction will also provide background on our charity's history and mission, as well as guidance on how to create content that reflects our brand and values.