

Helen Arkell



Dyslexia Charity

Application Pack

Individual Giving/Digital Fundraising Officer

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A company limited by guarantee, registered in England no. 3432423
Registered charity no. 1064646

Welcome

From our CEO



Dear Candidate

Thank you so much for your interest in working for us. I'm delighted that you are considering applying for this role.

Perhaps you or someone you know has benefitted from our nationally recognised services. Or maybe you know us as you live locally and have heard that exciting things are happening here. Or perhaps we are new to you, in which case welcome!

The case around the need to support people of all ages with dyslexia is compelling. About 1 in 10 people have a degree of dyslexia, and this can affect people's lives in a fundamental way. If not addressed correctly, it can leave people feeling like failures, and choosing negative paths in life. Whereas if the right help is provided, people can learn to use their dyslexia extremely positively, and as a strong advantage in life. The key is to get the right help, advice and support. And always to remember that everyone has strengths and weaknesses. Don't we all?

We are committed to further increasing our reach and impact over the next 5 years, with the aim of more than doubling the number of beneficiaries we support, and particularly to assist significantly more people who are from lower-income backgrounds. In order to achieve this, we have created the important role of Individual Giving/Digital Fundraising Officer.

You will work closely with our Fundraising & Communications team, consisting of myself and Hazel, Head of Fundraising, to whom you will report, plus our PR & Communications Assistant, Helen. Our team of staff and volunteers are brilliant and our reputation is second to none. We have a growing number of people joining the Helen Arkell family. This is hardly surprising, as we provide support to over a thousand people with dyslexia each year, and many of these see their first contact with us as a life-changing moment.

This is a great opportunity for someone who connects with our values and wants to make a significant impact by raising funds to support the great work we do.

I do hope you feel inspired to be part of our journey and I look forward to receiving your application.

Andy Cook, CEO

Who we are

Helen Arkell overcame her own dyslexia to become an inspirational figure for many who felt the benefit of her support, advice and expertise. Children who were chronically dyslexic but successful in adulthood give her the credit for changing their lives.



Helen set up the charity in 1971 together with Joy Pollock and Elisabeth Waller. Over the intervening years we have become widely recognised as one of the leading specialist centres of excellence in the UK. Helen sadly passed away in August 2019, aged 99, but we are determined to carry on what she started and to lead the charity forward in her name.

We are passionate about removing barriers to learning and life, such as dyslexia. We want to promote unsung skills, champion new ways of approaching life. We give people the tools they need to learn in their own way. We train dedicated professionals to inspire people to love learning. We help parents to nurture their children and employers to support their staff.

Together we inspire people to believe in themselves, achieve their goals and succeed on their own terms.

Our services

- We provide specialist assessments, consultations, tuition and coaching to children, young people and adults who have, or may have, dyslexia or other related specific learning difficulties.
- We provide dyslexia training and professional qualifications for teachers, teaching assistants and other interested parties.
- We support employees and employers in the workplace.
- We offer a variety of short courses in dyslexia awareness and related topics.
- We provide advice and support to parents and family members of those who have dyslexia, recognising that dyslexia affects whole family networks, and indeed often runs in families.
- We have a Shop, selling our own specialist publications as well as a variety of useful books, games and learning resources. We will soon also have a selection of charity merchandise.

For more information, please visit www.helenarkell.org.uk

Job description

Job Title: Individual Giving/Digital Fundraising Officer

Responsible to: Head of Fundraising

Responsible for: no management responsibilities except assisting with volunteers as necessary

Role Purpose: Generation of income from individual donors

Hours: 5 days/week (35 hours).

Salary: £26,000 - £28,000 per annum, depending on experience

Based at: Helen Arkell Dyslexia Centre, Arkell Lane, Frensham, Farnham, Surrey, GU10 3BL and/or working from home.

Benefits: 25 days annual leave plus statutory Bank Holidays. Matched pension contributions up to 3% (Nest).

Main duties and responsibilities

- Develop and manage annual plans for individual giving activities that grow our supporter base and income.
- Work with the Head of Fundraising to develop processes for individual giving.
- Provide outstanding stewardship of our supporters, developing a supporter journey that grows their connection to Helen Arkell Dyslexia Charity, increasing engagement and donations.
- Increase numbers of individuals supporting the charity through one-off donations, regular donations (Friends of Helen Arkell), major donors and legacy pledgers.
- Play a key role in developing digital fundraising activities within the charity which maximise income, supporter recruitment and retention through digital channels, including social media.
- Ensure activities are delivered to budget and performance effectively tracked.
- Maintain accurate and up-to-date records and information about supporters, including use of the Donorfy database
- Provide a monthly report to the Head of Fundraising
- Work closely with the Head of Fundraising, Trust Officer, PR & Communications Assistant and CEO, and liaise with the rest of the charity's team.
- Compliance: maintain accurate records in accordance with data protection and fundraising regulations.
- Strategy: play a part in assisting the Head of Fundraising and Chief Executive in developing the Fundraising Strategy, budget and targets in line with the charity's Strategic Plan.
- Provide support with community fundraising, events and admin as needed, including occasional attendance at functions outside of normal working hours.

You will work in accordance with agreed policies, procedures and practice inclusive of Health & Safety at Work requirements and Equal Opportunities. You will actively participate in appraisals, team meetings and meeting your self-development needs. You will undertake any

other reasonable duties as may be necessary from time to time, as delegated by your line manager.

Person Specification

Experience, Knowledge, Skills and Technical Competencies

Essential	Desirable
<ul style="list-style-type: none"> • Experience in developing, delivering and monitoring individual giving/digital fundraising programmes • A strong understanding of the importance of knowing your supporter base to maximise income through effective donor communication and engagement • Strong data management and analysis skills • Good knowledge of current data protection/GDPR regulation. • Good working knowledge of CRM databases and how to utilise to steward supporters. • Excellent written communication skills with a proven ability to write compelling stories and innovative content for fundraising campaigns. • Good level of administrative and organisational competency • Good IT skills with working knowledge of Microsoft Office, databases (currently Donorfy and Act!) • Previous experience working in a charity/non-profit • Willingness to attend events and meetings etc, for which expenses will be paid. 	<ul style="list-style-type: none"> • Personal experience of dyslexia will always be viewed as a positive attribute in this charity

Personal Qualities

Essential	Desirable
<ul style="list-style-type: none"> • Compatibility with the charity's values, including professionalism and flair with the personal touch • Commitment to the charity's aims • High level of personal integrity and commitment, with a can-do attitude • Able to work on own initiative 	<ul style="list-style-type: none"> • Sense of humour when managing workload and competing deadlines!

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| <ul style="list-style-type: none">• Good interpersonal qualities and ability to work well within the wider team• Adaptable, flexible and willing to support events outside of office hours (TOIL provided)• Excellent time management and organisational skills, able to manage multiple projects simultaneously• Attention to detail | |
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How to apply

To apply, please forward the following to Hazel Radnor, at hazelr@helenarkell.org.uk

1. A comprehensive CV
2. A supporting statement (maximum 2 pages of A4)
3. Contact details of two referees, relevant to this role, who have known you in a professional capacity. References will only be taken once your express permission has been granted.

Please make sure you include mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

Please also inform us if you require us to make any reasonable adjustments for you under the Equality Act 2010 so that you are not unwittingly disadvantaged through the recruitment process.

Helen Arkell is registered under the Data Protection Act 2018. Information on your application form will be used for our recruitment purposes only and in accordance with our Privacy Policy. For details, visit <https://www.helenarkell.org.uk/privacy-and-cookies.php> Application forms for unsuccessful applicants will be held for no longer than 12 months and then destroyed unless you tell us you would like your details to be kept on file for longer.

Recruitment timetable

Closing date for applications: 5pm on Wednesday 7th July 2021

First interviews: week commencing 12th July 2021

Good luck!

