May 2018

Dear Applicant

**Application for the post of Lead Fundraiser**

Bail for Immigration Detainees (BID) is a human rights charity that challenges immigration detention in the UK. We provide legal advice and representation alongside research, policy advocacy and strategic litigation. The UK is the only country in Europe with no time limit on detention, and migrants can be separated from their families and held for months or years.

Our Lead Fundraiser will help provide much-needed new income streams. This is a fantastic opportunity for a fundraiser with at least two years' relevant experience to raise unrestricted funds through challenge events, committed giving and community supporters.

As Lead Fundraiser you will be responsible for implementing the programme of challenge events, introducing a supporter stewardship programme, developing activities or events which supporters can carry out on our behalf and recruit new regular givers. You will also play a key role in raising awareness of BID and attracting new supporters by working with others to draft press releases, respond to media enquiries and manage BID’s social media presence.

You will be an ambitious self-starter, comfortable working across a range of fundraising channels to raise unrestricted funds. You'll be passionate about human rights, and excited about the opportunity to make a real difference.

This is a four day per week post, with an annual salary of £25,515 pa (£31,893 fte), with 27 days annual leave, pro rata and a 5% employer’s pension contribution.

Please find enclosed:

1. A job description and person specification
2. A guide to completing the application form
3. An application form
4. An equal opportunities monitoring form

The closing date for applications is **5:00 pm on Monday 28th May 2018**. You can email the completed application form directly to me at celia@biduk.org or send it in by post. Interviews will take place on **Monday 4th June 2018**. Thank you for your interest in the post, and I look forward to receiving your application.

Yours sincerely



**Celia Clarke**

**Director**

**BAIL FOR IMMIGRATION DETAINEES**

**Lead Fundraiser (4 days a week)**

**£25,515 pa (£31,893 fte), +5% employer’s pension contribution**

**Job description**

**Responsible to:** Director

**Responsible for:** Fundraising volunteers

**Function of Post:**

To maintain, develop and implement a range of activities to raise unrestricted funds principally through challenge events, committed giving and community supporters. To monitor and report on fundraising activity, and make recommendations for future investment. To raise awareness of BID’s work with different audiences and attract supporters by drafting press releases and helping to manage the charity’s social media presence.

**Responsibilities:**

* Develop and implement our programme of challenge events, recruiting and supporting participants to raise funds for us
* Maintain the supporter stewardship programme, including a regular supporter e-newsletter
* Develop and promote activities and events which supporters can carry out on our behalf
* Work with legal managers to obtain case studies to produce compelling cases for support
* Devise and implement a recruitment campaigns for regular givers and cash appeals and contacting relevant influencers in order to promote these campaigns
* Monitor all activity and report on key indicators including net income and return on investment, making recommendations for future investment
* Help raise awareness of BID and attract new supporters by working with the Policy and Research Coordinator to draft press releases, respond to media enquiries and manage our social media presence
* Raise money and BID’s profile with our existing supporters by holding various regular events such as pub quizzes and other social events
* Manage key tools for fundraising including the supporter database and work with the Office and Finance Manager to track income
* Produce online and offline materials to aide fundraising including leaflets and flyers, and ordering merchandise such as pens and t-shirts to raise awareness of BID
* Ensuring that all external materials such as leaflets and factsheets are in line with BID’s brand guidelines.
* Update the BID website as necessary
* Recruit and manage volunteers as necessary
* Pilot and support other BID fundraising activities as required
* Other duties as reasonably required

**Person specification**

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Experience** | * Two years’ fundraising experience within the UK charity sector in one or more of the following areas: challenge events, community fundraising, individual giving or direct marketing
* Proven track record of meeting/exceeding fundraising targets
 | * Experience organizing fundraising events
* Experience of producing supporter e-newsletters or cash appeals
* Experience of working with UK media – drafting press releases, responding to media enquiries and getting stories placed
* Experience of managing social media channels in a professional context
* Experience of supporter recruitment online
* Experience of managing and reporting on test fundraising campaigns
* Experience of recruiting and managing volunteers
* Experience of briefing and monitoring the performance of third party suppliers and agencies
 |
| **Skills, Knowledge, Qualifications** | * Ability to work on own initiative with minimal supervision and collaboratively as part of a team
* Ability to build strong relationships with supporters and commitment to excellent supporter care
* Excellent written communication skills, with ability to communicate complex issues in an accessible way to a range of audiences
* Understanding of the UK media landscape and how to work with journalists
* Strong numeracy and analytical skills, with the ability to analyse and report on fundraising activity
* Confident working with a range of computer programmes for fundraising including databases and basic graphic packages
* A demonstrable interest in asylum and immigration in the UK and commitment to human rights
* Willingness to attend occasional evening meetings and travel to courts, prisons and detention centres in the south of the UK
 | * Relevant qualification in communications, marketing or fundraising
 |

**Guidance notes for completing the application form**

**Please read these notes carefully. They have been written to help you make the best of your application. The decision to short-list you will be based on the information you provide on the application form. You will be required to show how you meet the requirements of the job description and person specification.**

1. Read through each section of the application form carefully. You may find it helpful to do a rough draft first.
2. The person specification describes the skills, knowledge and experience which you will need in order to do this job. You should address each factor in turn. This is where you make your case for being selected to do the job. Examine the skills and experience being asked for and provide evidence of your suitability by giving specific examples which show that you have the necessary skills, knowledge and experience for the job.
3. If you have been out of paid employment for a period of time your job history may be less important than some other responsibilities or experience which you have had recently.
4. Do not forget skills and experience that you have gained outside full-time work.
5. Write out your application in a brief, well-organised and positive way.
6. Please keep to the word limit.

**Application form for the post of Lead Fundraiser**

**Personal details**

|  |  |
| --- | --- |
| Full name |  |
| National Insurance Number |  |
| Address for correspondence |  |
| Email address |  |
| Daytime telephone number |  |
| Evening telephone number |  |
| Mobile telephone number |  |

**References**

Please provide the names and addresses of two referees. One should be your current employer (if any) and it would be preferable if the other were to be someone who has known you in a professional capacity. Your referees will be contacted only if you are offered the position.

|  |  |
| --- | --- |
| Name |  |
| Address |  |
| Telephone number |  |

|  |  |
| --- | --- |
| Name |  |
| Address |  |
| Telephone number |  |

**Declaration**

I certify that the information given on this form is correct to the best of my knowledge. I consent to BID checking any of this information. I consent to BID contacting the referees I have put forward if I am offered the post.

Signed …….…………………………………..…………………………………………………………....... Date ………………………………………..

1. **Education and training**

Please list your educational, professional qualifications and any training or courses which you believe are relevant to the post

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| --- | --- |
| **Dates** | **Course/Qualification/Training** |
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1. **Employment**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name and Address of employer** | **Dates of commencing and finishing** | **Position held and responsibilities undertaken** | **Reasons for leaving employment** |
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**Any other relevant experience as a volunteer or in any other capacity**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name and address of organisation** | **Dates of commencing and finishing** | **Work undertaken** | **Reasons for leaving** |
|  |  |  |  |
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|  |  |  |  |

1. **Languages** (please indicate your level of ability i.e. basic, able to converse, fluent, bilingual)
2. **Ability to take up the post**

If successful, when would you be able to start with BID?

1. **Health record**

If you have taken time off from work (apart from holidays) or suffered any sickness over the past year, could you please give details of time off and the reasons for this:

1. **Reasons for applying for the post.**

Please tell us why you are applying for the post. Describe the skills and abilities, knowledge and experience that you can bring to the post. Please make sure that you reply **closely following the essential criteria in the person specification** for this post. If you wish you can continue on another page but please do not write more than 1000 words in total.

**Bail for Immigration Detainees**

**Equal opportunities monitoring form**

**Equality of opportunity**

Bail for Immigration Detainees operates an equal opportunities policy. The aim of the policy is to ensure that no potential or actual employee, volunteer or user of our services is discriminated against on the basis of gender, race, sexual orientation, age, disability or HIV status.

**Employment monitoring**

To assist BID to monitor the effectiveness of its Equal Opportunities Policy as it relates to recruitment procedures, we would be grateful if you would complete this form.

All forms will be separated from the application forms and will not be used in the selection procedure. This information will be held separately and will only be used for monitoring purposes.

**Post applied for?**

**Where did you see it advertised?**

**Date of birth?**

**Male/Female (Please circle as appropriate)**

**Age**

**I would describe my ethnic origin as**

**Do you consider that you have disability? Yes/No (Circle as appropriate)**

**If yes, what is the nature of your disability?**

Please note that, if you are not shortlisted or selected, your application form will be retained for six months after the recruitment process and then destroyed.