



December 2020

“We’re getting to grips with guts!”

Dear Candidate,

Thank you for your interest in this role at Guts UK charity and I hope you will find all relevant information enclosed in this pack. We’ve tried to give a good picture of where we are as an organisation and the kind of person we are looking for as we continue to build our team.

I joined as CEO in April 2016. The charity was called Core and whilst it had a superb track record in funding medical research in the area of gastroenterology, it wasn’t well known outside of medical circles. I was struck by how many people affected by digestive disorders would benefit by accessing the top quality patient facing information available, so they don’t suffer in silence or alone. How starting a national conversation about our guts and giving them the attention they rightly deserve was so very timely. We’ve changed our name and rebranded our mission as Guts UK so we can be more visible and accessible for those who need us.

In our last 12 months as Core, we had just over 30,000 visitors to our website.
Now, we average 100,000 visitors per month to our website (over 1 million per year).
Guts UK is ready to put digestive health on the map in time for our 50th birthday in June 2021.

We are now looking for new colleagues who can embrace the size of our ambition, share our vision and are ready to use their experience, skills and energy in raising our profile and income so that we can transform the levels of research into this important and overlooked area of health. Could that be you?

You will join a small, professional and passionate team all equally fascinated by our subject and energised by the opportunity and challenge to grow Guts UK so that everyone affected by conditions of the gut, liver and pancreas can find us. It’s time the UK got to grips with guts.

We look forward to hearing from you.



CEO, Guts UK Charity



Fundraising Administrator Job Pack: Guts UK Charity

Your sharp administration skills, superb eye for detail and passion to deliver a brilliant experience for our supporters will be a key foundation block to our fundraising success

About us:

Guts UK's vision is of a world where digestive disorders are better understood, better treated and everyone who lives with one gets the support they need.

It is an exciting time to join us. We are a small but committed and passionate team working out of two offices in London and Yorkshire. These dual locations allow us to serve as a national charity.

People are suffering. People are dying. All because of a lack of knowledge about our guts.

Guts UK is the only UK charity funding research into the digestive system from top to tail; the gut, liver and pancreas. We exist to empower people affected by digestive conditions by providing expert, evidence-based information and fund vital medical research into the gut, liver and pancreas. Guts UK is a fast-growing charity with bold, ambitious plans for the future to find more answers, new treatments and save lives.

It's time the UK got to grips with guts.

The challenge:

Guts UK is ready to put digestive health on the map. We are looking for new colleagues who can see the size of our ambition, share our vision and who are ready to use their experience, skills and energy in achieving a high level of income that will enable this transformation to happen. Could that be you?

The candidate:

We are now focusing on the recruitment of a talented and highly capable Fundraising Administrator. You will work alongside the CEO and the Communications and Fundraising Officer as part of the Fundraising Team, which also includes our Senior Individual Giving Manager.

As a charity that champions the needs of people affected by digestive disorders and puts supporters at the heart of what we do, we are seeking a Fundraising Administrator who appreciates the importance of providing a high quality, bespoke service. From the first point of contact through to established long-term relationships, you will appreciate just how vital it is to engage with supporters in a way that meets their needs and secures their ongoing commitment to our work.



It goes without saying that you must be able to demonstrate empathy with our cause in your daily work but the ideal candidate to join our team is one who has a genuine interest or connection to digestive health. This drives growth in your role and always shines through to supporters. The role also empowers you to have one to one contact with supporters, which is the basic building blocks of supporter-centric fundraising.

As Fundraising Administrator, you will play a key role in shaping how potential and existing supporters view the charity. You will pride yourself on ensuring that supporters receive the best quality experience possible. Coupled with a warm, engaging personality you will exercise a keen attention to detail, be a confident and accurate communicator both verbally and in writing. You will regularly use the CRM database (RE NXT), which is a vital asset for the charity.

This role requires strong customer service and organisational skills, exceptional time management skills as well as the ability to work in a growing and dynamic environment with colleagues across the two offices.

Job Description

Job Title:	Fundraising Administrator
Salary:	£20,000 per annum
Hours:	Full time, 37.5 hours per week
Function & Department:	Fundraising
Reports To:	CEO
Location:	Yorkshire Office, Huddersfield
Benefits include:	Pension up to 5%, 27 days holiday (plus bank holidays)

Job summary

- To provide a warm and encouraging first point of contact for donors and stakeholders at Guts UK, gathering information and sign-posting to appropriate colleagues.
- To deliver a bespoke and personal supporter experience, taking pride in building excellent relationships with supporters and stakeholders.
- To provide support to fundraising colleagues and the CEO.
- To directly contribute, as a team member, to the wider work and future development of Guts UK as a charity.



Essential Duties & Responsibilities

Donor/Supporter Care:

- Act as a welcoming first point of contact for all fundraising enquiries e.g. by phone, email and in person, sign-posting individuals to appropriate colleagues.
- Lead in thanking all supporters and donors in a timely manner, appropriate to their level of support, personalising all 'thank-you' letters as you see fit.
- Positively represent Guts UK to donors and stakeholders, in person, in writing, by telephone or email.
- Maintain an up-to-date knowledge of Guts UK's activities/products and promote them to existing and potential supporters.
- Work alongside colleagues to ensure that all administrative processes are in place to keep donors engaged with Guts UK's work following a donation.
- Proactively communicate updates to donors as appropriate.

CRM/Database:

- With guidance from the Database & Insight Manager, input and maintain accurate and detailed records of all interactions e.g. banking actions, issue receipts, supporter details, received donor gift, patient information enquiries etc.
- Assist the Finance Manager with inputting donations into RE NXT.
- Take receipt of and process all donations to the charity e.g. cash, cheque, on-line (via JustGiving and such platforms) and credit/debit card.
- Process and log mail received e.g. from appeals or campaigns.
- Administer Gift Aid claims to HMRC under direction of the Finance Manager.

Fundraising Administration:

- Deliver fundraising administration processes that support Guts UK's fundraising.
- Prepare and distribute fundraising materials to support fundraising and events e.g. fundraising packs to charity supporters, volunteers and participants as required.
- Assist with event organisation under direction of the CEO and colleagues e.g. assist in the delivery of key events such as BSG Annual Meeting, Science of Digestion public engagement events, regional fundraising events.
- Contribute to refining/improving existing administration processes.

Community & Events Fundraising:

- Build excellent relationships with supporters, finding out their motivations for supporting us and empowering/encouraging outstanding fundraising income from supporter activities, across all platforms.
- Provide supporters with fundraising materials and promotion to maximise their events or activities.
- Support the recruitment of participants for our challenge events programme identifying potential prospects and making approaches.



- Be aware of event and community challenge timings and supporter life-events, tailoring this into the supporter journey.
- Ensure all community and events fundraisers are thanked in the most appropriate manner.

Support for CEO and General Administration:

- Take on special project work for the CEO.
- Organise meetings, diaries and travel for CEO and provide general admin support.
- Assist with administration to support Trustees of the Board.
- Ensure the smooth running of the charity's office by dealing with post and ordering and maintaining levels of stationery.
- Assist with patient information leaflet promotion to hospitals.
- Provide administration for events e.g. liaise with third party organisers to arrange conference travel.

Volunteer Co-ordination:

- Undertake co-ordination and development of volunteers for Guts UK including student placements and apprentices.

Fundraising/Communications support:

- Support the fundraising team by monitoring social media for enquiries.
- Collect and contribute fundraiser stories, images and quotes to assist with communicating fundraising throughout Guts UK external communications e.g. social media, printed magazines.
- Project Guts UK positively, clearly, accurately and 'on brand' in all written and spoken communication.
- Assist with maintenance of Guts UK's website (WordPress).

Person Specification *(all criteria are essential unless otherwise indicated)*

Qualifications

- A-Levels or equivalent

Experience

Demonstrate experience in:

- A charity fundraising administration role **or** experience of providing exceptional quality customer service/donor care (at least two years' experience).
- Monitoring, developing or implementing new administrative processes.

Knowledge & Skills

We are looking for:

- Knowledge and interest in UK charity marketplace and up to date fundraising



regulations including GDPR.

- An ability to use and utilise digital platforms e.g. social media.
- An ability to implement effective administration and clerical procedures (*desirable*).
- An ability to effectively use systems e.g. Office 365, MS Office including Word/Excel/Powerpoint.
- Knowledge of banking processes (*desirable*).

Attributes & Approach

- Interpersonal skills and the ability to speak clearly so that others understand e.g. when communicating with supporters via the telephone.
- Able to communicate effectively and accurately in writing e.g. by letter or email.
- Able to tell when something is wrong/likely to go wrong e.g. recognise when there is a problem and suggest/take measures to resolve it.
- Able to share information with colleagues to encourage cross-working and optimise fundraising income.
- Self-motivated and able to work independently, while part of a wider/virtual team.
- Able to effectively plan and prioritise work, manage conflicting demands and meet deadlines.
- Be willing to work flexible and unsocial hours including evenings and weekends as and when required.
- Be able to occasionally travel to London office and other UK locations.
- Able to develop and maintain positive working relationships with internal and external stakeholders.
- Actively look for ways to improve the donor experience in terms of information sharing and keeping donors informed/updated.

Notes:

Guts UK reserves the right to alter the content of this job description after consultation to reflect changes to the job or services provided without altering the general character or level of responsibility. The above list of responsibilities is not exhaustive and may change to meet the needs of the organisation.

Guts UK is an equal opportunity employer. We welcome applications from people with disabilities and from minority groups.

If you have a disability which means you are unable to meet some of the job requirements, specifically, because of your disability, please address this in your application. If you meet all the other criteria, you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.



You must be eligible to work in the UK at the time of application. If you are invited to interview, you will be asked to bring the original documentation that proves your right to work in the UK.

How to apply for this position

- Deadline for applications: Monday 18th January 2021 5pm.
- Interview timings: 1st – 8th February 2021 (*approx.*)

Send an up-to-date CV and cover letter detailing how your experience and skills match the requirements of the job description and the person specification, as well as why you want to work for Guts UK to Jenny Holdsworth, Communications & Fundraising Officer
jholdsworth@gutscharity.org.uk

We look forward to hearing from you.

www.gutscharity.org.uk