**Keswick Town Council**

**Job Description – March 2025**

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| **Job Title** | Fundraising Officer | **Salary** | Self-employed £22 per hour – Initial 12 month fixed term, with opportunity to extend as required |
| **Department** | Fitz Park Play Area | **Hours** | To be confirmed with Line Manager |
| **Reporting to** | Town Clerk | **Working Pattern** | Hours to be worked flexibly to meet the needs of the project |

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| **The Council** |
| **Overview**  The Fitz Park Trust was established in April 1882 by a group of eminent local people, one of whom is remembered (H I Jenkinson) on the main gateway in Station Road.  Over 28 acres of riverside and land was bought for £7,049, then a considerable sum. A competition for the design and landscaping of the area was organised, with Upper Fitz Park to be a formal garden and games area, and the much larger Lower Park to be largely left as an open recreational area.  The basic layout of Fitz Park has not changed significantly to this day, the only addition being the triangle of land across the River Greta, gifted to the Trust in 1923 and named after its donor, J B Wivell.  Fitz Park Trust was given to Keswick Town Council to run in Trust for the residents and visitors to Keswick in 1995. Since then, Councillors have acted as Trustees to run the park, and a large grant from Keswick Town Council is given to Fitz Park annually to ensure the park is maintained at a high standard.  A play area in some form has been in place in Fitz Park for over 40 years, updated as needed, and the Trustees feel that it is now time to update the play area to a more, inclusive play area. |
| **Job Purpose** |
| To raise awareness of the fundraising project, and secure funding through various channels, including corporate partnerships, individual donations, grant applications and fundraising events. The candidate will also manage and update information to follow data protection regulations, as well as produce performance reports to ensure clear visibility of the efforts required to reach the target. |
| **Main Duties & Responsibilities** |
| * **Fundraising Strategy**: Develop and implement comprehensive fundraising strategies to raise money for the play area project. * **Donor Engagement**: Cultivate and maintain relationships with current and potential donors, sponsors, and community partners. This includes regular communication, updates, and appreciation efforts to ensure continued support. * **Grant Writing**: Research and apply for relevant grants from governmental, non-profit, and private organizations to secure funding for the play area project. * **Fundraising Campaigns**: Plan, organize, and execute fundraising events, including community events, online campaigns, and direct mail efforts, to increase awareness and funds for the play area. * **Budget Management**: Assist in managing the fundraising budget to ensure goals are met and funds are allocated effectively. * **Marketing and Communications**: Develop promotional materials and manage communication efforts (newsletters, social media, press releases, etc.) to engage the community and potential donors. * **Reporting**: Track and report on fundraising progress, including donor contributions, event successes, and overall fundraising goals. * Organising publicity for events. * Dealing with enquiries from members of the public, contractors etc. |
| **Other Special Notes or Conditions** |
| * This role is to be carried out independently of, but in collaboration with staff and Councillors at Keswick Town Council. This role is primarily to be worked remotely, though there is desk space available at the Town Council offices. * This position will be on a self-employed basis. Applicants will calculate and pay tax and National Insurance contributions directly to HMRC. Mileage expenses will be payable for necessary car travel at the rate currently applicable for local government employees. Contractor hours will be paid for via a monthly time sheet, submitted in time to meet Council payment dates. * This role is for a Fixed Term, while the project is ongoing. It is anticipated that the fundraising campaign will last for 12-18 months and the contract term will be agreed and reviewed by the Trustees. * The postholder will be expected to work within policies and procedures as set out in Town Council policies (copies of which will be provided) * This role is dependent on the requirements of Fitz Park Trust * Ultimately, the funding for the cost of this role is expected to come from the sources of funding, and should be included in any funding raised, and set out in the budget. |

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| **Assessment Criteria** | | **Essential** | | **Desirable** | |
| Educational Qualifications | | * A minimum of 5 GCSEs at grade C or equivalent, 2 of which must be Mathematics and English Language | | * A levels in English or relevant experience. * Relevant Project Management Qualification | |
| Work related experience and associated vocational training | | * Previous experience of working with members of the public * Relevant experience managing budgets * Experience of project management | | * Knowledge of Health and Safety requirements in relation to the project. * Knowledge of Keswick, and the aims of Fitz Park Trust * Administrative experience or an understanding of office procedures | |
| Specialist Knowledge | | * A proficiency in Microsoft Office * Ability to develop and maintain accurate systems * Experience of making successful grant applications * Experience of fund raising * Experience of marketing and social media promotional activity * Experience of cultivating relationships with sponsors and individuals * Ability to create and deliver communication campaigns for donations | | * Ability to handle complex information accurately and with attention to detail * Experience in organising events | |
| Job Related Skills | | * Ability to communicate effectively orally and in writing with all levels of the organisation, service users, members of the public and external agencies * Ability to deal with conflicting demands and to prioritise workload within allocated timescales * Ability to meet deadlines * Ability to take instruction * Ability to work on own initiative | | * Ability to develop ideas | |
| Other Factors | | * Ability to maintain confidentiality * Prepared to work outside normal working hours as necessary | |  | |