

## Job Description

Job title:	Fundraising Executive
Division:	ICAS Foundation
Line Manager (role not person):	Linda Jamieson
Date agreed:	September 2021

### ICAS Foundation Information

The ICAS Foundation is a charity registered in Scotland. The ICAS Foundation programme provides ongoing support for successful applicants throughout their time studying accountancy and finance at university. Support includes bursary funding, mentoring support and help in finding relevant internships and graduate jobs.

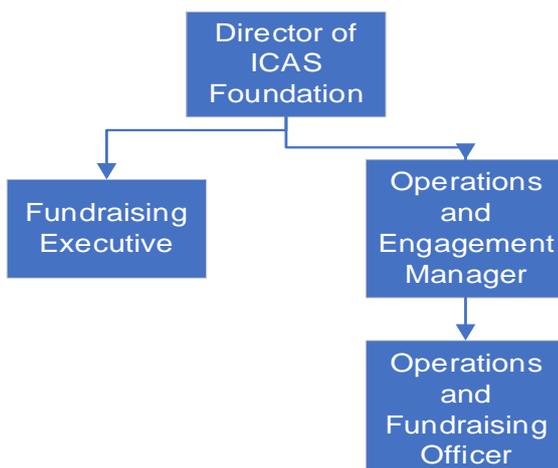
### Job Purpose

The purpose of this role is to establish a cohesive fundraising strategy amongst ICAS' Members to support the charitable aims of the ICAS Foundation. Working in collaboration with the Foundation's Director, the Fundraising Executive will be responsible for developing and contacting potential donors and to account manage existing donor relationships. They will arrange meetings, record donor relationships and donations and work to achieve or exceed the Foundation's fundraising targets.

### Dimensions

The ICAS Foundation aims to increase donations from ICAS Members and to develop a strong pipeline of legacy giving, major donors, regular giving and corporate donations. This is a long-term strategy to enable the transformation required in the way in which the Foundation is currently funded. This role will be pivotal to delivering the aspirations of the Foundation's Business plan, the aims and objectives of the Foundation Trustees and for ICAS and the charity Trustees to ensure the viability and longevity of the ICAS Foundation.

### Organisational Diagram





The ICAS Foundation is a separate entity with charitable status and a reporting line to the ICAS Foundation Board of Trustees and ICAS Executive.

## **Principal Accountabilities**

- Undertake research on prospective ICAS Members (using the ICAS personas) and to identify potential major donors, individual giving and corporate donors from amongst ICAS Members
- Develop a fundraising strategy.
- Develop a robust and effective stewardship programme for all donors, that is compliant with HMRC benefit rules.
- Contact potential donors and follow up on leads and build a sustainable relationship with them.
- Research and write case studies and communications on the impact of the Foundation's work.
- Provide regular updates to donors on how their donation is spent.
- Respond to enquiries from ICAS Members and Firms.
- Write reports for the Foundation Trustees on the use of donations.
- Maintain and update a donors' record on CRM system.
- Write internal reports, analysis fundraising progress on a monthly or periodic basis.
- Organise and take part in strategy and planning meetings with other members of the Foundation team.
- To contribute to the effective operation and development of the ICAS Foundation.

## **Knowledge, Skills & Experience**

Experience in fundraising is essential for this role.

The candidate will also possess:

- Excellent communication skills: written and verbal skills are a necessity. The Fundraising Executive will be expected to write reports and communications to persuade prospective donors of the virtue of their cause.
- Good numerical skills: requirement to reach financial targets and reporting on KPIs.
- Sound organisational skills: demonstrable skills in working to tight deadlines handling multiple donor accounts and record keeping.
- Negotiation skills: The ability to persuade donors to give and ability to answer questions on the impact of the Foundation.
- Understanding of widening participation and the social mobility agenda across the UK.
- IT Skills: Sound knowledge of database management
- Teamwork: Ability to operate as an effective part of a team with the overriding aim of maximising donations.
- Experience of developing and maintaining appropriate filing and record keeping systems, including use of CRM systems.
- Experience of fundraising and relevant legislative requirements
- Knowledge of social media channels and experience of using social media for fundraising activity.
- Experience of writing funding applications to trusts, foundations and corporates.



## **Key Challenges**

Currently, there is low ICAS Member giving to the Foundation so the main challenge of this role will be to build long term, sustainable relationships and a giving pipeline to ensure that the targets and aspirations of the Foundation are met. This will include building a contact strategy, a communications strategy and a relationship management strategy with all existing and potential donors to the ICAS Foundation.

## **Key Decisions**

The Fundraising Executive will be responsible for developing and contacting potential donors and managing existing donor relationships under the guidance of the Director. Using initiative and being proactive is a requirement as they will make recommendations on new donors streams and proposals for potential donors. They will be expected to refer decisions upwards as and when required but will be empowered to conduct routine tasks without direction from managers.