**Experienced Individual Giving Volunteer**

**for Fundraising Appeal Project Management**

Time required: Flexible

Length of project: Flexible

Start date: as soon as possible

Date posted: 18th May 2020

Role: OCA is due to launch a new fundraising appeal in the coming months for our vital scientific research into ovarian cancer. We would be very grateful if a furloughed Individual Giving specialist could help us with any, or all, of the development, delivery, and monitoring and analysis of this campaign.

Skills: We are looking for someone with 3 + years’ experience in Individual Giving with the skills to develop compelling digital and mailing direct marketing campaigns. It is not necessary to have worked at a research funder previously, although this would be a bonus.

Key tasks:

* project development – developing a creative and compelling ask, the communications plan and the delivery plan
* data strategy – helping out our Data Officer to develop data segments
* delivery of the project – work with the Communications Team to create and deliver the digital and paper mailings
* monitoring and analyse - create a KPI tracker to analyse the campaign, and identify key learnings that the charity can use to optimise future campaigns.

Background and further information: OCA has a friendly, collaborative and hard-working fundraising team of 6 people. As all charities will understand, we have had to work quickly and collaboratively to amend our fundraising plans for the year. We welcome any furloughed fundraising specialists to temporarily join our team in a voluntary capacity to raise much needed funds during this time. In return, we hope to give you an insight into working for a cancer research funder and the opportunity and exciting challenge to build a new funding appeal from bottom up.

You will work closely with the Head of Fundraising and the Data Officer, as well as be a valued member of the Funding Appeal cross-department working group. Individual Giving is still a relatively new area of fundraising for OCA, but one which has huge potential. Any time or skills you can offer to help us maximise this opportunity, would be very much appreciated.

If you are interested in supporting us in this way or would like to find out more then send your CV/direct your enquiry to vicky.fafalios@ovarian.org.uk.