



## Magic Me Fundraising Coordinator Job Pack 2019

*“Magic Me uses the arts to bring different generations together to spark ideas and build better, closer communities. Their range of inventive work challenges stigma, crosses social and cultural divides and celebrates human connections.”*

Nomination for the 2017 Liberty Human Rights Arts Award

Hello and thank you for your interest in the Fundraising Coordinator role at Magic Me.

Successful fundraising is about much more than shaking collection tins! We’re looking for someone with strong communication skills, able to make the case and promote the benefits of Magic Me to individuals and organisations, face to face, on social media or in formal written applications. You’ll enjoy online research, creating simple Excel budgets and finding fresh ways to share the stories of the younger and older people who benefit from our projects. You may have already worked in fundraising, or you might be bringing skills you’ve grown working in marketing, events organisation or communications, or from voluntary work you’ve done in your own time.

Now is a great time to be joining our team, as Magic Me celebrates its 30<sup>th</sup> birthday. Since its founding in 1989, Magic Me has pioneered intergenerational arts practice from our base here in Tower Hamlets. This work with local younger and older people continues today, and Magic Me has also grown to serve other communities across London, and the east of England, with a new flagship project in Essex care homes starting in Autumn 2019.

The Fundraising Coordinator will work directly with me, Susan Langford, Magic Me’s Founder and Director, and collaborate regularly with other staff. You will have an integral role in the future of Magic Me and our ability to benefit the people and communities we serve. By increasing support and attracting new funds, you will enable Magic Me to reach more people and affect positive change to their lives, whilst gaining invaluable experience in fundraising across all areas of the charity and arts funding landscape.

At Magic Me we strive to nurture, develop and support everyone who works with us. We recognise that to meet our organisational objectives we need to be ambitious for all those we work with. We seek to be fully inclusive and have real diversity across the team, believing this enriches the experience of everyone within the Magic Me community.

If Magic Me sounds like a good fit for you, then we would love to hear from you. Please read the rest of this pack for more information on the role.

Best wishes,

Susan Langford, Director



## WHO WE ARE:

Magic Me's mission is to bring together younger and older people in our community, for mutual benefit, learning and enjoyment. We do this primarily through high-quality arts projects, where people of different generations learn together and from one another.

Magic Me arts projects challenge people to stretch themselves and what they think they can do and be. Working with highly skilled and experienced artists, they learn new skills, share their ideas and feelings, and become comfortable collaborating with people who are different in age, ethnicity or life experience.

All our activities are run in partnership with other organisations, large and small. We have delivered hundreds of projects with thousands of people in schools, care homes, galleries, museums, open spaces and community centres. We are a learning organisation - time for participants, artists and staff to reflect on their progress is integral to our approach.

## OUR WORK:

Last year we worked with 1056 older and younger people with 423 volunteers. Current projects include: **Arts & Ages** and **Quality Street** which link school pupils with older people using different art forms such as storytelling and singing. Older people living alone gain a new sense of purpose, encouraging better well-being. Children gain new skills and social confidence. **Cocktails in Care Homes** connects' isolated care home residents with adult volunteers at monthly evening parties. Parties include music, drinks, nibbles and party themes. They provide regular visitors, fresh conversation and connections with life beyond the care home.

For more information on all our work and projects past and present please visit the "our work" section of our website [www.magicme.co.uk](http://www.magicme.co.uk)





### **A NOTE FROM OUR PREVIOUS FUNDRAISING COORDINATOR:**

Imogen came to Magic Me with no background in fundraising but has now made it her career. Below is a note from Imogen on how she found the role:

“It was great to start my fundraising career at Magic Me. When I began I came from a completely different background but was able to use my writing skills and enthusiasm for the charity to help bring in the funds. Learning on the job I developed all sorts of skills - not just in fundraising but writing newsletters, posting on social media and creating content for the website. My involvement with the Cocktails In Care Homes project was also really important for my self-development. My communications skills were improved and giving presentations and inductions to groups of staff from our corporate supporters gave me a lot more confidence in myself. I got the chance to get out of the office environment and really meet people and for me it was particularly rewarding to build relationships with the participants, both the older people in the care home but also our volunteers. The team were incredibly supportive and although I was often out of my comfort zone I knew I had the back up to do it and having succeeded that made such a difference to me!”



**Cocktails in Care Homes team celebrating a funding bid win – Imogen on the far right!**



## **JOB DESCRIPTION AND RESPONSIBILITIES**

The Fundraising Coordinator role is suitable for someone new to fundraising or someone with previous experience who is looking to expand their skills and knowledge. We are not looking for specific qualifications and if you have none, that's fine. We want the right person for the job as outlined in the job description below, if that's you, then we look forward to hearing from you.

You'll be working on a wide variety of fundraising, building relationships with donors and potential supporters in Trusts and Foundations, businesses, Livery Companies, Lotteries and Local Government. You will be curious and excited about the work of Magic Me and will be confident in putting this across whether face to face or in written applications.

Every year Magic Me receives grants and donations from 20+ organisations and 120 individual donors. As Fundraising Coordinator you will help keep them all up to date with how things are going, and manage our calendars and records, so we never miss a deadline. You'll also encourage and support our growing team of individual fundraisers – people who run, box and bake to raise funds for Magic Me – and be the key person in growing our Friends of Magic Me.

You will be excellent at both written and personal communication and be able to make a case for Magic Me and its benefits. You will be comfortable talking to people from a variety of backgrounds and have the ability to easily make connections.

### **A: Planning and organisation**

- Manage the calendar of fundraising targets, applications and reporting deadlines and co-ordinate the completion of bids and reports.
- Maintain up-to-date records of fundraising activity, donors and funders on our Upshot database.
- Meet agreed income targets within annual fundraising plan.
- Liaise with other staff to plan a communications schedule to inform funders and donors about project activity and events; organise guest lists and invitations.
- Prepare and organise meeting logistics.

### **B: Communications with funders and donors**

- Write or draft bids to funding bodies and individuals that builds a strong argument for the benefit of Magic Me's work.
- Write or draft appropriate reports to funders and donors in relation to their contributions, describing activity undertaken, its impact and benefits, etc.
- Prepare and assemble supporting evidence for reports e.g. receipts, statistics, images or case studies.
- Support the writing and creation of Magic Me e-newsletters, website, Annual Report and other communications to individual or potential donors.
- Seek opportunities for in-kind support for project activities and events, working with project staff and artists to source free or reduced cost goods and services.
- Prepare written or other visual presentations for pitches or reporting to funders.



### **C: Research and information collection**

- Research potential funding and income sources and identify most appropriate opportunities.
- Research trends, statistics and background evidence to support funding bids.
- Ensure the collection, storage and easy retrieval of data and stories about projects and participants, including monitoring statistics, impact measures, case studies, quotes, photographs, video etc.

### **D: Regular giving and individual philanthropy**

- Be the primary contact for the Friends of Magic Me – our regular donors, keeping them updated on Magic Me opportunities and activity.
- Manage data on individual donations including reporting and inputting onto Xero our financial software (training will be given).

### **E: Fundraising events and activities**

- Provide practical communications support and encouragement for people who undertake fundraising activities e.g. running marathons, cake sales, etc.
- Co-ordinate Magic Me's involvement in fundraising initiatives led by partners or businesses e.g. providing display materials for a work-place quiz night.

### **F: General**

- Respond to enquiries about Magic Me in relation to fundraising or offers of support.
- Develop template responses and systems to support other staff and volunteers to respond appropriately to enquiries or opportunities to grow partnerships.
- Manage the petty cash process and reconcile monthly.
- Undertake general admin and correspondence, answer the telephone and contribute to the smooth running of the organisation.

### **G: Core competencies of all staff**

- Spot changing patterns of activity, and issues with project delivery and work with other staff and freelancers to create better systems and ways of working.
- Work closely with other Magic Me staff, Trustees, artists and volunteers to provide an efficient, appropriate and high quality service to our participants.
- Work in accordance with Magic Me Policies and Practices including those relating to Health and Safety, Safeguarding Children and Vulnerable Adults, Equality and Diversity
- To undertake, from time to time, other tasks which may be reasonably required of you.



## PERSON SPECIFICATION

### Knowledge and Skills

- An enthusiasm for Magic Me, and the role of the arts in community development and well-being.
- Desirable (but not essential) experience of working within a fundraising role preferably within an arts or community organisation
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media.
- Excellent interpersonal skills, able to communicate well with a broad range of people and audiences.
- Good organisational and workload management skills, with the ability to prioritise and meet deadlines.
- Absolute attention to detail.
- Demonstrable commitment to collaborative team work.
- Numerate. Confident about reading project budgets and dealing with figures.
- Excellent IT skills in particular in Word, Excel and PowerPoint.
- Confident in using different social media platforms and familiar with using tools such as Tweetdeck, Canva.
- Skills in using a monitoring or donor database.  
NB Magic Me uses Upshot and specific training will be given.



**“I never ever, ever, ever believed I could stand up there and do it. At one point you stand there and wonder where the confidence has come from”**

Participant on Decorum March 2017



## TERMS AND CONDITIONS

**Post title:** Fundraising Coordinator

**Location:** Based at the Magic Me office in Bethnal Green, E2. Occasional travel locally and around London will be part of the role and travel costs incurred on behalf of Magic Me will be covered, but not travel to and from home.

**Contract:** This is a permanent position

**Hours:** This is a full time role working 35 hours a week. Magic Me's core office hours are between 8.30am – 6.30pm Monday to Friday and the working day is flexible within these times. Overtime is not possible, but Time Off In Lieu may be taken.

**Salary:** £22 -25,000 per annum pro rata, depending on experience and skills

**Reporting to:** Director      **Notice period:** Four weeks

**Annual leave:** You are entitled to 25 days annual leave per annum plus all bank holidays. In addition the Magic Me office is closed for the three working days between Christmas and New Year.

**Pension:** All employees are automatically enrolled in our workplace pension with the People's Pension. Full details will be sent following the employee's first salary payment.

**DBS requirement:** The post-holder will be in contact with vulnerable adults and children, therefore appointment to this post is subject to an up-to-date, satisfactory, enhanced DBS check with a check against the barred lists for both adults and children.

**Employment requirement:** The post-holder must have the right to work in the UK and will be required to provide the necessary paperwork to verify this.

### HOW TO APPLY

Please download and complete the [Magic Me Application Form](#) and the [Personal Details Cover Sheet](#). Please ensure you follow the directions on the forms carefully so your application can be processed fairly and anonymously. (If you have any trouble accessing these documents, please ring Magic Me on 020 3222 6064.) NB We cannot accept CVs.

**Deadline for applications:** Send your completed forms to [recruitment@magicme.co.uk](mailto:recruitment@magicme.co.uk) by 5pm on Monday 9<sup>th</sup> September 2019. We will not be able to consider applications received after this deadline.

**Interviews:** Monday 16<sup>th</sup> and Tuesday 17<sup>th</sup> September. Please ensure you are available on the interview dates.

**Further information:** If you would like to discuss this role further before you make an application, please contact Susan Langford at the Magic Me office on 0203 222 6064.



## DIVERSITY AND INCLUSION

At the heart of Magic Me is the basic understanding that all people are individuals, with a capacity for growth and change at whatever point they are in their lives. We work to challenge notions of 'normal' which categorise us by, for example, age, gender, ethnicity, disability, sexuality or physical appearance. Magic Me believes that everyone is an expert in their own lives; we each have the insider knowledge and solutions to make our communities work better.

As an organisation we are committed to the principles of equal opportunity for all because Magic Me:

- believes that striving for equality of access and opportunity is right and natural justice.
- believes that welcoming and increasing real diversity of people across our organisation and programme will:
  - enrich and improve the experience of our participants, our workforce, our audiences and our community.
  - challenge and enrich our artistic practice, our intergenerational practice and the outcomes of our projects
- recognises its legal requirements to do so.

We want our workforce to be truly representative of both society and our participants, and for each employee to feel respected and able to give their best. We are also committed to combatting unlawful discrimination of participants or the public.

Magic Me meets its statutory obligations and therefore this policy reflects the provisions of current legislation relating to the protected characteristics age, sex, race (be it colour, race, nationality or national origin), sexual orientation, disability, gender or gender reassignment, pregnancy and maternity, marriage or civil partnership and religion or belief.

Magic Me is also committed to equality of opportunity for people not protected specifically by law, but who can experience discrimination. This includes, for example, people who belong to a trade union or are refugees.

***“Magic Me are a shining example of the relational approach”***

David McDonagh, Flourishing Lives