





PERSON SPECIFICATION		
CRITERIA	ESSENTIAL	DESIRABLE
EXPERIENCE & SKILLS	<ul style="list-style-type: none"> <li>• Minimum of two years' business development and/or fundraising events experience, ideally in B2B, charity or related sectors.</li> <li>• Experience of researching, developing, managing and marketing fundraising events.</li> <li>• Good understanding and experience of marketing to, and engaging with the corporate sector.</li> <li>• Ability to assess donors' potential, increase their levels of giving.</li> <li>• Ability to negotiate deals.</li> <li>• Ability to work under pressure, manage multiple projects, think laterally and meet deadlines.</li> <li>• Excellent IT skills including intermediate abilities in all MS Office programmes.</li> <li>• Time management skills to be able to plan and regulate workload including the ability to prioritise demands and thrive under pressure.</li> <li>• Excellent communication skills (written and oral) with the ability to communicate with various stakeholder.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of managing and marketing fundraising events with limited budget and resources.</li> <li>• Demonstratable experience of supporting the delivery of successful fundraising events raising £30K+.</li> <li>• Confidence writing interesting and emotive updates to supporters.</li> <li>• Awareness of emerging digital marketing and fundraising trends.</li> <li>• Strong attention to detail analytical, results oriented.</li> <li>• Experience of managing and promoting digital fundraising events.</li> <li>• Experience of developing an integrated supporter journey programme.</li> <li>• Experience of managing corporate partnerships and sponsors.</li> <li>• Proven experience of cross-channel marketing and knowledge of the various media channels both online and offline.</li> <li>• Experience with marketing using social media, re-targeting and PPC.</li> <li>• Experience of working or volunteering within the charity sector.</li> <li>• Strong project and budget management experience.</li> </ul>
PERSONAL QUALITIES	<ul style="list-style-type: none"> <li>• Ability to motivate and influence others.</li> <li>• Ability to work within a team and foster good relationships a wide range of people and at all levels.</li> <li>• Willingness to have a full DBS check.</li> <li>• Self-starter with ability to work on own initiative.</li> <li>• Willingness to work flexible hours.</li> <li>• A friendly, positive 'can do' and courteous attitude.</li> <li>• A commitment to the aims, vision, and values of Burnley FC in the Community.</li> <li>• Highly motivated, determined, and conscientious.</li> <li>• Enthusiasm, energy, and resilience.</li> <li>• An organised and efficient approach to work.</li> <li>• A passion for the community and making a difference.</li> </ul>	<ul style="list-style-type: none"> <li>• Good knowledge of the Burnley &amp; Pendle area.</li> <li>• Access to transport for work purposes and to travel to locations throughout the local area.</li> </ul>