

JOB DESCRIPTION

JOB TITLE: Community Fundraiser

RESPONSIBLE TO: Chair of Trustees

HOURS: Part time, 24hrs per week

SALARY: £23-26k based on experience

LOCATION: Virginia House Centre, Peacock Lane, Plymouth, PL4 0DQ

MAIN PURPOSE OF ROLE:

To develop and lead on the community fundraising strategy, striving to meet the community fundraising targets through generating income from a variety of community sources. This includes working with community event organisers supporting them to maximise “in aid of” events income, carrying out talks to community groups and maximising funds through third-party events including the Plymouth Half Marathon, Plymouth 10 km, sky dives etc.

KEY RESPONSIBILITIES:

- Develop and work towards a detailed community fundraising strategy and plan for increasing funds
- To be accountable for the community and third-party events annual fundraised income target, monitoring and evaluating results in order to grow the charity’s unrestricted income helping it to reduce its reliance on grant income
- To provide excellent donor care for all fundraising activities, developing productive, lasting relationships with the community and converting them into loyal supporters
- To work closely with the Marketing and Communications Officer, sharing relevant fundraising and supporter case studies for media releases and social media coverage
- To work closely with “all in aid” of community event organisers, manage expectations and support them with fundraising advice, tools (buckets, merchandise, fundraising pack etc.) and promotion in order to help them maximise their funds raised
- To recruit, train and coordinate volunteers to attend events including bucket collections, challenge events and cheque presentations
- To ensure that all fundraising is carried out in accordance with the Fundraising Regulator’s code of fundraising practice and that any public events are fully risk assessed and insured
- To ensure that all supporters within the community are thanked in a timely manner using appropriate and engaging methods in line with their contact preferences, increasing supporter engagement
- To work closely with the Marketing and Communications Officer to ensure that all online fundraising platforms contain up to date copy, imagery and are maximised (e.g. Facebook Giving Tools, Just Giving and Virgin Money Giving)
- Work sensitively with families to engage their support in a way that they feel comfortable with
- To stay within budget for any community fundraising spend through effective negotiations with suppliers, ensuring best value for money for the charity
- To ensure up to date records are held on the charity’s database and network folders in line with the GDPR and charity’s data protection policy
- To research and secure places in local and national fundraising events, recruiting individuals to take part
- To monitor third party event sign ups on a regular basis and work towards maximising participation and individual / team sponsorship for each event

- Research community fundraising opportunities in order to recruit and develop strong relationships with community groups, schools, sports clubs, pubs, and individuals to increase funds
- To deliver talks and presentations to community groups including WI, Rotary, Probus etc.
- Maintain static and home collection boxes and identify new locations approaching establishments with a strong case for support
- Actively contribute to annual planning and budgeting within the fundraising team for each new financial year
- Ensure all fundraising collateral and merchandise is carefully managed with effective stock control
- To work across the organisation as a whole including trustees; to foster good working relationships and enhanced communications with colleagues
- To proactively contribute to the achievement of the charity through individual and team effort
- To represent Friends and Families of Special Children externally as and when required, acting in a professional manner at all times in accordance with the organisational values
- Prepare reports on your activities as required by your line manager
- To undertake any other tasks as directed by Trustees
- To work in line with all the Charity's policies and procedures including data protection, safeguarding, health and safety, volunteer, finance, equality and diversity etc.

PERSON SPECIFICATION

Essential

- Minimum 5 GCSEs, A-C grade (or equivalent) in English and Maths
- Excellent customer service skills with the ability to show empathy
- Proven experience in sales and promotions including account management
- Target driven with a proven track record in generating funds and a strong understanding of different fundraising streams
- A proactive, energetic and passionate team member
- Approachable, creative with a 'can-do' attitude
- Ability to work independently using your own initiative, possess good self-management skills and highly self-motivated
- An articulate and persuasive communicator (both verbal and written) and able to deliver motivational presentations and public speeches
- Excellent organisational skills, attention to detail, able to work under pressure to deadlines and on a variety of tasks at any one time
- Excellent IT Skills in all Microsoft Office programmes and experience in using databases
- To have a professional approach and apply best practice to all tasks
- Ability to network and build relationships with supporters and beneficiaries, managing all relationships positively
- Experience in recruiting and coordinating volunteers
- A positive and enthusiastic outlook
- Ability and willingness to work unsociable hours including weekends and evenings
- Full, clean driving licence and access to a car (business-use insurance required)

Desirable

- Experience of working with/ taking part in sponsored/ challenge events
- Experience in organising and providing support at fundraising events
- Experience of working with finances, budget setting and control
- Experience of working in the voluntary sector
- An Institute of Fundraising certificate in fundraising
- Member of the Institute of Fundraising

OTHER

- To actively maintain continuous personal development to meet the changing demands of the job