

JOB DESCRIPTION

Job Title:	Community Fundraiser
Department:	Fundraising
Responsible to:	Fundraising Manager
Hours:	37.5 hours Monday to Friday Must be flexible to work irregular hours as demanded by the requirements of the post. Will require work at weekends from time to time. (Would consider part-time)

1. Job Purpose

To implement the Fundraising Strategy for Tynedale Hospice at Home (THH) which is aimed at building long term donor relationships with volunteers, schools, external event hosts, and community groups & associations.

To generate income, and maximise on fundraising opportunities, working to target.

To act as the first point of contact for THH supporters, providing focus and support for fundraising activities, driving the implementation of the community aspects of the Fundraising Strategy and ensuring that optimum income is achieved cost effectively.

To work as a positive member of the Fundraising, Communications and Marketing team to ensure a strong positive internal and external image is maintained.

2. Key Tasks, Duties and Responsibilities

To work closely with the Senior Community Fundraiser and Fundraising Manager to feed ideas into a fundraising plan, and adapt as required, to maximise on the potential of identified prospects across associated fundraising disciplines.

To implement the agreed fundraising plan, targeting prospects as required and appropriate, building long term relationships and ensuring that all supporters feel valued.

To achieve agreed targets and income results through the delivery of the Fundraising Strategy.

Work as part of the wider Fundraising team to plan, implement and grow fundraising initiatives.

To be the lead contact on community fundraising matters including community led events, school and youth activities, collection tins, hampers and merchandise, and to provide resources and

recognition to all supporters including support and advice for third party events including legal, trading and risk assessment advice.

To proactively seek opportunities to undertake meetings, presentations and talks, along with the preparation & submission of proposals and applications as necessitated by the fundraising plan.

Manage and support fundraising volunteers with particular focus on securing promotional stands in the community for fundraising activities such as the annual raffle and awareness raising.

Recruit and support participants for the Junior Great North Run and offer participants further opportunities to support THH through a variety of methods.

To lead the implementation of agreed fundraising activities within a defined budget limit and timetable. To negotiate costs and schedules with appropriate suppliers and companies subject to approval of the Fundraising Manager. A specific function will be to drive down costs for the initiatives the post holder leads on and secure as much free of charge as possible.

To make recommendations for improvements in the development of community fundraising relationships and activities. This will involve compiling reports with the Fundraising Manager to monitor results against agreed targets and budget.

To provide general administrative support across the fundraising team as required.

Work closely with the Supporter Care Coordinator to maintain up-to-date records and information on Donorflex, using Donorflex to produce action reports, reports on income and monitor responses to community initiatives, and at all times ensuring integrated working, maximising on resources used and avoiding duplication.

To liaise with the Communications Officer to ensure that lead fundraising events and initiatives are marketed and publicised effectively i.e. promote key messages and work within brand guidelines at all times.

To work in collaboration with Retail and shop managers to maximise fundraising campaigns and initiatives through the shops.

To maintain open and effective channels of communication with all THH functions to ensure co-ordinated working practices.

Identify potential new supporters through networking, securing their support for fundraising initiatives and maximising on their potential for the longer term.

To compile monthly personal KPI reports on fundraising results and monitor against agreed targets and budget.



To develop and maintain a thorough understanding of, and ensure compliance with, all legal and contractual requirements associated with fundraising, including IOF best practise, risk assessment, volunteer management practices, and activities such as street collections.

To keep up-to-date with current trends in the UK fundraising market and the charity sector in general through relevant publications, websites, conferences and networking.

3. Self Development

To undertake appropriate personal development and maintain, develop skills and knowledge as determined by the annual review and development meetings and subject to the availability of resources.

4. Working Relationships & Team Working

To work as a positive team member at all times.

5. Conduct

To behave in a professional manner at all times, reflecting and maintaining the values and ethos of the organisation and generating a positive image of THH.

To adhere to all THH policies and procedures to ensure that these are maintained at all times.

6. Risk Management including Health & Safety

To adhere to THH Health and Safety policy.

To attend all health and safety training THH deems mandatory.

7. Other

To undertake any other duties as appropriate within the competence level and general level of responsibility of the post as required by the Fundraising Manager.

From time to time there may be the requirement to work outside of normal business hours.

Disclosure Level: An Enhanced Disclosure & Barring Check is required

Prepared by: Laura Elliott, Fundraising Manager, April 2018



PERSON SPECIFICATION

Community Fundraiser

CRITERIA	ESSENTIAL	DESIRABLE
QUALIFICATIONSTR AINING & EDUCATION	Secondary education but no formal qualifications.	Member of the Institute of Fundraising
EXPERIENCE	<p>Experience of building relationships with donors, customers or clients</p> <p>Experience of work within a target driven environment</p> <p>Demonstrable experience in achieving targets</p>	<p>1 years' experience of fundraising or working within a voluntary organisation</p> <p>Experience of devising and co-ordinating fundraising initiatives</p>
SKILLS, APTITUDES & ABILITIES	<p>A pro-active, creative approach to income generation with an ability to identify/exploit income opportunities and a desire to succeed</p> <p>Strong written and verbal communication skills, including the ability to carry out presentations at all levels and to produce written documents to a high standard. Excellent presentation skills</p> <p>Able to plan and monitor income and expenditure</p> <p>Computer and IT literate</p> <p>Well organised, able to prioritise and manage own time and work under pressure</p> <p>Able to adapt and be flexible</p> <p>Able to work effectively as part of a team and on own initiative</p> <p>Enthusiastic, proactive and results motivated</p>	<p>Proficient in database use</p>



KNOWLEDGE	<p>Knowledge of a range of relationship building techniques</p> <p>Able to demonstrate knowledge of marketing tactics</p>	<p>Legal requirements associated with fundraising</p> <p>Experience with using Donorflex or CRM systems to a high standard.</p>
PERSONAL QUALITIES AND ATTRIBUTES	<p>Enthusiastic and able to motivate others</p> <p>Able to work independently with minimal day to day supervision, and as part of a team</p> <p>Able to work with people at all levels</p> <p>Able to deal with sensitive situations in an appropriate manner</p>	
OTHER	<p>Clean Driving License and use of a car essential</p>	
WORKING ARRANGEMENTS	<p>Willing to be flexible as determined by the nature of the post. This includes some weekend working.</p> <p>Available for sufficient hours to meet the needs of the post and to develop opportunities.</p>	

