

Cynthia Spencer Hospice

Job Description – Community Fundraiser

Job Title: Community Fundraiser	Department: Fundraising
Reports to: Direct line manager : Fundraising Manager Overall manager: Charity Director	Hours: 37.5 hours per week, although the Community Fundraiser will be required to undertake any additional hours deemed necessary to fulfil the demands of the role.
Main Purpose of the Job: Responsible for building and developing existing and new partnerships with community organisations and individuals to deliver agreed objectives, retain our current supporters, maximise their support and proactively seek new relationships.	
Key Accountabilities: Strategic Planning <ul style="list-style-type: none">• Support the Fundraising Manager in the development of fundraising and communications strategy and action plans.• To project manage, create and deliver a portfolio of varied, high value annual community fundraising.• To input into the budgeting process, conducting research to inform income and expenditure forecasts.• To identify and research new event and promotional opportunities in partnership with the Events Fundraiser.• To build relationships with potential and existing supporters, with suppliers and event organisers, which build the supporter base of Cynthia Spencer Hospice and lead to beneficial outcomes for the charity.• Objectively review the success and achievements against agreed targets, identifying strengths, weaknesses and areas for development. Community fundraising <ul style="list-style-type: none">• Build, manage and maintain excellent partnerships with Rotary, Lions, WI and similar groups in the area, ensuring their support for the hospice is maximised through club/group engagement and mass marketing techniques.• To maintain and increase income from community sources including (but not exclusive to) shops, small businesses, pubs, clubs, schools, funeral directors and individuals.• To be the key point of contact for community organisations, providing direction to and working with the Community Fundraising Assistant and volunteers to deliver an exceptional supporter experience.• Cross working within the Events Fundraiser, Retail Area Manager (RAM) and Marketing Manager to seek opportunities to deepen supporters' engagement, working towards shared goals and supporting colleagues with specific projects as appropriate.• Research, devise and implement a range of new community fundraising ideas and opportunities, by which they can fundraise and work with the Hospice.• Actively engage supporters to run events and activities in support of the Hospice.• Deliver presentations in the community to local organisations to increase awareness of and support for the Hospice's activities.• Promote and market (in conjunction with the Events Fundraiser and Marketing Manager) events and sponsored challenges to community audience.• Promote, recruit and increase regular giving support from individuals and manage ongoing relationship with them.	

Volunteer-led fundraising

- Establish, support and manage a network of local fundraising groups to proactively organise events and provide a charity presence at mass participation events such as Balloon Festival, Airshows, Historical Transport rallies etc.
- Recruit volunteers for fundraising events and activities including Hospice events, bag packs, bucket collections.
- Supervise community-based volunteers to help maximise their activities.

Marketing

- To manage, in conjunction with the marketing manager, a program of marketing communications, writing and producing imaginative promotional materials to attract and recruit new supporters.
- Liaise with the Marketing Manager to ensure the website fundraising and communications information is up to date.
- Collate case studies, photographs and information from the field.
- Work with RAM and shop supervisors to market fundraising activity in all retail outlets and provide stock and gifts in kind from community audience.

Volunteers

- Advertise and recruit volunteers as required to support the functions of the fundraising team, in conjunction with the hospice Volunteer co-ordinator.
- Carry out volunteer inductions in conjunction with the Hospice Volunteer Co-ordinator.
- Assist with the training of volunteers.
- Manage and supervise volunteers.
- Recruit and manage a team of Hospice Ambassadors to represent the charity in the community.

Financial and administration

- To contribute to evaluation reports to inform future event planning.
- To ensure gift aid is maximised and recorded.
- To accurately code and monitor community income and expenditure.
- To develop best practice procedures for recording community data onto fundraising CRM database.
- Ensure data is effectively captured and stored in line with General Data Protection Rules.

General

- To ensure all events and activities comply with codes of fundraising practice, charity law and Hospice policies and procedures, minimising risk and establishing Health and Safety controls.
- To keep abreast of developments within the external fundraising environment.
- Develop and maintain an excellent knowledge of the hospice strategy, policies and activities and be able to represent the hospice effectively at all levels, including at conferences and events to deepen supporter's relationships.
- To undertake speaking engagements and cheque presentations on behalf of Cynthia Spencer Hospice as required.
- Ensure that all information relating to patients and staff gained through employment with the Hospice is kept confidential.
- To manage your own diary, filing, email system and other electronic databases, using independent judgement to facilitate effective use of time and easy retrieval if information.
- To assist the Fundraising Team members in the 'on the day' organisation of major events, including during evenings or weekends.
- Participate in the day to day work of the organisation – such as reporting, attending team and Trustee meetings as required, and taking a flexible approach to general administrative and support tasks.
- To attend Regional National Association of Hospice Fundraisers Meetings throughout the Midlands Region.
- To attend training and development sessions as identified in the personal development plan and Individual Appraisal.

Any other responsibilities with the role or required to fulfil the expectations of the position.

Skills, Abilities and Competencies

- Full driving licence and own vehicle.
- To have experience of working in a busy office environment.
- To be able to listen with care and extract information in order to find out what kind of help is needed in relation to the donor and to deal with/signpost as appropriate.
- To have experience of organising and promoting fundraising events and in particular community fundraising.
- To have excellent communication skills.
- To have good verbal, written and presentation skills.
- To have excellent interpersonal skills.
- To be able to initiate and organise projects through to completion.
- To be able to work on own initiative.
- To have excellent time management skills.
- To have sound IT skills, with a good working knowledge of Microsoft Office – Word, Excel, PowerPoint and experience of using a database to manage participant data.