

JOB DESCRIPTION

'Happy to talk about Flexible Working'

Job Title:	Community Fundraiser
Department:	Income Generation and Marketing
Hospice Band:	Band F
Reports to:	Senior Community & Corporate Fundraising Manager
DBS Requirement:	Basic

Job Purpose

Grow income for the charity through the effective recruitment and management of community supporters and volunteers from across Birmingham, Sandwell and Solihull. Lead, inspire and support individuals with their community fundraising activity, working closely with community fundraising colleagues to proactively seek new income generation opportunities through engaging conversations and the development of new and existing fundraising products.

Main Duties and Responsibilities

Income Generation

- Implement the community fundraising plan and contribute to its development through effective local area planning and research.
- Lead on generating income against assigned target from individual and group fundraisers who are completing their own fundraising activity and/or participating in community campaigns.
- Proactively promote and recruit supporters to sign up and take part in community fundraising campaigns, delivering a gold standard supporter journey from sign up through to thanking.
- Proactivity manage individual and group fundraising via digital platforms such as Facebook Birthdays, ensuring they receive a gold standard supporter journey that is equal to those fundraising offline
- Research, design and implement new income generation opportunities.
- Proactively support the promotion of all community fundraising campaigns through online and offline channels
- Work with the Community Fundraising Campaigns Manager to develop new, and grow existing community campaigns aimed at an individual audience, including, but not limited to, seasonal raffles, Giftmas and DIY Fundraising.
- Ensure all supporters are exposed to and given the opportunity to support multiple income streams through effective cross selling of marketing, corporate and events initiatives.
- Monitor and feedback on competitor activity in the region to ensure Birmingham Hospice are the charity brands of choice in our operating region.
- Work collaboratively with the Fundraising Marketing Manager to design marketing materials and collateral to inspire and encourage fundraising.
- Manage social media fundraising groups and individual digital fundraisers, delivering a gold standard supporter journey.

Volunteer Management

- Ensure all volunteer management practices adhere to workforce policies and procedures.
- Liaise with the Supporter Experience & Volunteer Co-ordinator to recruit and utilise community ambassadors.
- Directly line manage volunteer interns and/or student placements when required
- Work with the Supporter Experience Team to ensure a Gold Standard Supporter Journey is followed with volunteers from recruitment through to thanking.
- Lead on bimonthly internal Volunteer Working Group meetings
- Lead on monthly Fundraising Volunteer catch ups with Volunteer Experience Co-Ordinator
- Organise quarterly Fundraising Volunteer Coffee evenings as part of our volunteer retention

Budgeting and Reporting

- Understand Community fundraising budgets and take responsibility for the delivery of income and expenditure budgets for your area in line with departmental growth expectations.
- Analyse and report on income and activity generated through community fundraising activities
- Ensure all fundraising collateral and merchandise is carefully managed and stock control processes are adhered to by supporters and volunteers.
- Ensure effective recording and use of supporter information and the Donorflex database in line with departmental procedures.
- Keep up to date in sector trends and feed back to the community and wider fundraising team

Supporter Management

- Identify, engage and develop long term, committed relationships with supporters of Birmingham Hospice, to grow income from supporter activities and identify potential volunteers.
- Ensure all supporter relationships adhere to the department Gold Standard Supporter Journey process.

Brand development and reputation

- Ensure adherence to and promote the Birmingham Hospice brand and reputation.
- Identify and create publicity opportunities for new and existing supporter activity and campaigns
- Operate as a 'Fundraising Spokesperson' for Birmingham Hospice.
- Monitor potential opportunities and threats and ensure internal and relevant external audiences are aware of both.
- Keep up to date and comply with the Code of Fundraising Practice, UK GDPR and other relevant legislation, codes of practice and good standards.
- Regularly review health & safety arrangements, risk assessments, insurance implications and other relevant legislations to ensure fundraising information packs are kept up to date in relation to fundraising collections and raffles etc

Expectations

- Must have the availability to work flexible hours including evenings and weekends when required. Ability to travel to external meetings
- Ability to work across both hospice sites

- Assist at fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Senior Community & Corporate Fundraising Manager and/or Income Generation Director.

General Duties

Investing in you

Birmingham Hospice are committed to supporting the development of all staff. All employees have a responsibility to maintain their professional registration participating in regular appraisal with their manager. They are expected to identify innovation, performance and development objectives for their post.

You will receive training for your specific job, and as your employment progresses your skills may be extended to encompass new job activities within the business. It is a condition of your employment that you participate in any training deemed necessary by us for you to reach the required levels of attainment standards.

You are also required to undertake mandatory training for your role. The cost of this mandatory training will be borne by the Charity.

In addition, we encourage employees to undertake external training courses where the period of training may further their career with us. We may assist with the costs of the training where your manager believes that the performance of the Charity will benefit from your progression. Further details are available from your manager.

Where staff are accredited or trained in their own right to deliver in-house training this is an opportunity afforded to them. Learning is one of our company strategic objectives and is supported through our experts by experience programme, volunteer training and staff development.

Health and safety

Attention is drawn to the responsibility of all employees to take reasonable care for the health and safety of themselves and other people who may be affected by their actions at work. We have dedicated leads to review and audit health and safety: keeping safe is everyone's business.

Equal opportunities

Birmingham Hospice are highly committed to Equal Opportunities in employment and work actively to eliminate unlawful racial, sexual or disability discrimination in all its forms. We celebrate equality of opportunity and good relations between people of different backgrounds.

Criminal records and safeguarding

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission to be made to the General Data Protection Regulation (GDPR) to check for any previous criminal convictions. All staff have a responsibility to disclose any conviction past or current. Everyone in our company has an equal responsibility to ensure the safeguarding of children and adults and to report concerns immediately.

Infection prevention and control

Infection prevention and control is one of our strategic objectives. Everyone has a personal responsibility to minimise the risk of spreading infection. This includes “herd immunity” standards for immunisation and excellent standards of personal hygiene. Everyone will receive regular training to understand best practice and expectations at work. Everyone must abide by Infection Prevention and Control policies relevant to their area of work, and undertake the necessary level of training. This will be part of your annual innovation performance and development plan.

Smoking

Public health legislation outlaws smoking in public places in England. As a Charity, our premises are governed by the legislation. Our buildings are smoke free and we actively encourage people to consider the health benefits for themselves and others of adopting a smoke free lifestyle.

Confidentiality

Everyone has a duty to respect the confidentiality of personal information and health records. Our Charity upholds and is governed by the GDPR. Confidentiality is integral to our care of the people who come to us for help and our staff and volunteers. The unauthorised use or disclosure of patient or other personal information is regarded as gross misconduct and is subject to Birmingham Hospices’ Disciplinary Procedure possibly resulting in prosecution. Action for civil damages under the GDPR.

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs

PERSON SPECIFICATION

Job Title:	Community Fundraiser
Department:	Income Generation & Marketing
Band:	

Requirements	Essential	Desirable	How identified
Education and Qualifications	<ul style="list-style-type: none"> Educated to A Level or equivalent in a relevant area or specialist underpinning theoretical knowledge supported by extensive relevant practical experience. Evidence of CPD 	<ul style="list-style-type: none"> IoF Fundraising qualification Business or marketing Degree 	A
Knowledge and Experience	<ul style="list-style-type: none"> Proven experience of supporting and advising supporters Thorough understanding of donor care and stewardship. Experience of managing and delivering a fundraising income target Excellent presentation skills to a diverse range and size of audiences Proven ability to build influential relationships at all levels 	<ul style="list-style-type: none"> Previous use of Donorflex database Experience of managing and/or supervising Volunteers Thorough knowledge of volunteering practices and charity sector initiatives Experience in charity fundraising, ideally within community fundraising 	A/I

	<ul style="list-style-type: none"> • Persuasive and adaptable written and oral communication skills • Effective media spokesperson • Knowledge of Fundraising databases • Excellent IT skills including Microsoft Office and databases 		
Personal skills and attributes	<ul style="list-style-type: none"> • Committed to the vision, values and work of Hospice Care • Ability and positive motivation to effectively problem solve • Impact focused and results driven • Exemplary communication skills • Excellent interpersonal skills, with ability to develop strong relationships, internally and externally • Able to manage a complex and demanding workload • Flexibility in terms of working hours and availability at evenings and weekends • Full driving licence with access to a vehicle 		A/I

A= Application form

I=Interview

T=Test

C=Certificate