

Job Title	Community and Events Fundraiser
Department	Fundraising
Hours	37.5 hours per week
Responsible to	Fundraising Manager
Responsible for	N/A

## About Us

Since 1980, Prospect Hospice has provided dedicated end-of-life care service for people living in Swindon, Marlborough and northeast Wiltshire. We bring care, comfort and confidence, around the clock, every day of the year.

Our aim is to provide excellent, personalised and compassionate care for everyone in our community who is affected by a life-limiting illness. We work in close partnership with other organisations – specifically with local health and social care professionals – as well as local people. Working within our community allows us to lead, provide and influence care so that anyone affected by a life-limiting illness has access to the best possible support when and wherever they need it.

## Our Vision, Mission, Strategic Priorities and Values

Our vision is a community where death is no longer a taboo and everyone lives and dies well.

Our mission is that we will work with and through others using our skills and expertise so that people have choice and support at the end of their life.

In order to make these a reality we have developed four strategic priorities which give direction to all that we do. Our values, guiding the work of the hospice focus on six areas. These apply to all who work on behalf of Prospect Hospice, including trustees.

- ★ Secure the continuity of Prospect Hospice charity for our community for generations to come
- ★ Take pride in being a great place to work and thrive
- ★ Deliver bespoke specialist care that supports dignity and choice
- ★ Use our expertise to educate and influence the delivery of excellence in end-of-life care



## Our Team

Our fundraising team is at the heart of the hospice and are passionate about raising income to support our patients and their families. They organise a wide range of events & activities, develop mailing campaigns, run the hospice lottery, market gifts in wills, apply for trust income and look after all supporter relationships. The team is made up of 11 skilled, committed and creative individuals who are responsible for generating £3.3 million each year.

## Main purpose and scope

The Hospice is dependent on voluntary fundraising for the majority of its income. The fundraising team is a key contributor to this income stream.

The overall aim of the Events and Community team is to maximise fundraising within the community. The Community and Events Fundraiser will be responsible for generating income and achieving targets through a variety of fundraising methods and on a needs-led basis.

While flexibility is paramount, this role's particular focus will be the organisation and promotion of our own events and marketing of external challenges, as well as the support of fundraisers and event participants.

In addition to the organisation and promotion of Prospect-led events and activities, this role will contribute to the ongoing review and development of Prospect Hospice's calendar of fundraising events and activities, including the selection of externally organised challenges. Understanding of the marketplace and assessment of return on investment are key.

The Community and Events Fundraiser will work with a wide range of people, ensuring a positive supporter experience both face to face and through effectively carrying out administrative duties. Relationship building and galvanisation of onwards support will be at the forefront of everything this role delivers.

At all times the Community and Events Fundraiser will continually look to raise the profile of the Hospice, championing all aspects of the charity's work.

The role has a requirement to work occasional evenings and weekends in order to support events.

## Key Accountabilities and areas of responsibility

- To be responsible and take the lead for specific high profile hospice fundraising events, taking the lead on event organisation and event management, as well as promotion and marketing of events.
- To be responsible for supporting individuals taking part in challenge events, building strong one to one relationships to maximise and support their fundraising opportunities.
- Ensure fundraising initiatives achieve maximum potential, to achieve agreed budgeted income & expenditure targets.
- To ensure that existing & new events and activities are thoroughly researched, planned and implemented in a timely manner.
- To ensure the reputation of the Hospice is a key consideration in all fundraising activities. To ensure the identification of risk, both physical and financial, relating to fundraising activities.



- To liaise with the communications team regarding the publicising of fundraising activities and events including creating detailed marketing plans for each event or activity to achieve maximum exposure.
- To prepare correspondence, relating to fundraising activities as necessary, interrogating the fundraising database as required.
- To provide as much guidance and support to individuals and groups in the community as practicably possible for activities held and challenges undertaken to raise funds for the Hospice, e.g. provision of posters, tickets etc.
- To represent the hospice in receiving cheques, attending events to thank supporters. To ensure that all supporters and their activities are warmly recognised establishing an effective method of acknowledgement and ongoing communication with fundraisers and donors in order to galvanise further support and repeat events.
- To support fundraising events and activities outside normal working hours, weekends and bank holidays when required.
- To seek opportunities to make presentations, give talks etc., to local groups, societies and special interest groups.
- To provide an exceptional level of customer care to ensure that relationships with all Prospect Hospice donors/supporters are maintained and developed.
- To schedule and supervise fundraising volunteers, in line with agreed admin/clerical activities and at events.
- To keep accurate records of fundraising activities and analyse information and statistics to accurately target future fundraising activities.
- To ensure efficient use of resources at all times and to enable further growth in activity and income to achieve departmental targets.
- Support other members of the Events and Community team where required.
- To develop the annual fundraising plan in conjunction with the Events & Community Manager.
- Regularly scan for both national and international trends within the events industry and report recommendations to the Events and Community Manager.
- Ensure all monies emanating from each activity are paid in promptly and accurate records kept.
- To work within the legal framework and good practice guidelines for fundraising activity.
- To comply with requirements of the Data Protection Act.

## Key Contacts

- Stakeholders / Partners
- Suppliers / agencies and other bodies, commercial and non-commercial, relevant to the role and purpose of the post.

## Equality, Diversity and Inclusion

We are committed to creating a truly equal and inclusive workplace, and we value diversity of thought, ability and individuality. Ours is a learning culture. We know that we can only retain our position at the forefront of excellence in end of life care by learning, reflecting and innovating, and we expect all our people to pursue continuous professional development.

This applies to both service delivery and to our own people practices. You will be willing and able to demonstrate commitment to our equality, diversity and inclusion policy and practices at all times.



## Safeguarding

It is the responsibility of the post holder to ensure they have up-to-date knowledge of and follow the legislation and guidance relating to Safeguarding Adults and Children as stated in the Prospect Hospice's Safeguarding operational Policies. All staff should be aware of their safeguarding responsibilities as employees of Prospect Hospice and will be expected to attend mandatory safeguarding training as required to inform safe working practice.

## Health and Safety

Under the provisions of the Health and Safety at Work Act 1974, it is the duty of every employee to:

- To take reasonable care of themselves and others at work
- To co-operate with the Prospect as far as is necessary to enable them to carry out their legal duty
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment, for health and safety or welfare at work.

## Infection Prevention and Control

All staff are expected to comply with infection prevention and control policies and for protecting themselves and others against infection risks and ensuring a clean safe environment is maintained. Whether you are in a clinical or non-clinical role you are expected to comply with current infection control policies and procedures and to report any concerns or issues to your line manager. All staff undertaking patient care activities must attend infection control training and updates as required by the hospice.



# Person Specification

Criteria Category	Requirements	Essential (E) Desirable (D)
Education and Qualifications	GCSE English and Mathematics (or equivalent).	E
	Driver, with a full, current UK driving licence for manual vehicles	E

Criteria Category	Requirements	Essential (E) Desirable (D)
Experience and knowledge	Knowledge of event organising/management/promotion	E
	Knowledge of Microsoft Office applications	E
	Experience of recruiting participants/supporters to attend activities	E
	Experience of planning and organising events	E
	Experience of working to and achieving budgets	E
	Of working as part of a busy team with a varied workload	E
	Experience of speaking in public (or confident to do this)	E
	Experience of working with the general public	E
	Of taking responsibility and acting on own initiative	E
	Of supporting individuals to achieve their goals	D
	Knowledge of fundraising and the voluntary sector	D

Criteria Category	Requirements	Essential (E) Desirable (D)
Skills	Ability to plan and prioritise own workload	E
	Confident interpersonal skills	E
	Ability to deal with people in a tactful and sensitive manner	E
	Ability to organise one's self and others to work to agreed goals	E

Criteria Category	Requirements	Essential (E) Desirable (D)
Personal Qualities	Commitment to and ability to demonstrate Prospect Hospice values and behaviours at all times	E
	Able to maintain the highest professional standards at all times, and act as a true ambassador for the Hospice	E
	To be authentic, open honest and transparent	E
	Have a track record of working inclusively and a genuine appreciation of the value of diversity	E
	Creative	E
	Genuine enjoyment of working with and alongside people in a diverse range of settings	E

## Scope of Job Description

This job description is a guide to the work you will be required to undertake. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

*This job description does not form part of your Contract of Employment*

