

Job Description & Person Specification

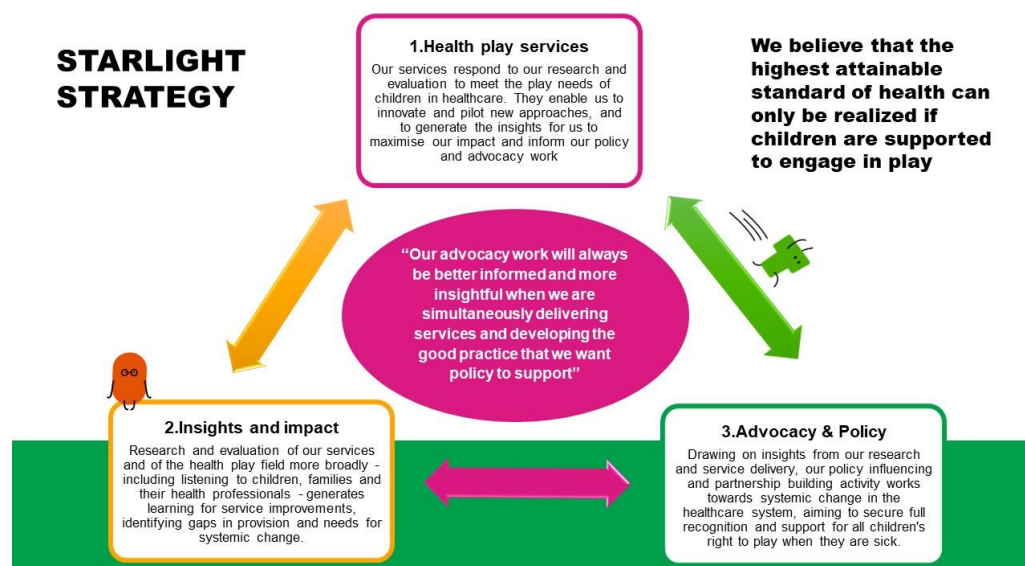
Job Title: Community, Challenge and Events Fundraising Co-ordinator
 Contract: Permanent
 Hours: Fulltime (37.5 hours per week)
 Location: Flexible, with time in the London (Hammersmith) Office & fundraising locations where needed.
 Salary: £31,000.00 to £35,000.00

About Starlight

Starlight is the national charity for children's play in healthcare.

We support children to enjoy the power of play to boost their wellbeing and resilience during treatment, care and recovery from illness. Our mission is to enable all children in the UK to have their right to play protected and provided for when they are receiving healthcare – in or out of hospital. Driven by our research and insights into what works best for them, we provide direct support to many of these children and their families; and to the health professionals working with them. We also advocate for more and better health play services and promote the full recognition of health play practitioners as an integral component of the children's health workforce.

We know that the space, time and opportunity to play can alleviate trauma and feelings of pain and also help children to be engaged, participate and communicate about their healthcare. By making the experience of treatment less stressful, the efficiency of treatment is improved, saving valuable time and resources for the NHS.



Our culture: Valuing each other and those around us

OUR VALUES

"Our standards and the environment we create through our behaviours"

Responding to the world around us

We are inspired by the changes in the world around us. We have the freedom and courage to try something new, always learning and adapting to people's needs. It means trying stuff out, seeing what happens and pushing our boundaries.

Working together for our purpose

We aim high, think big, are imaginative and curious in everything we do. We celebrate our achievements, and we help and support each other when challenges come. We all play our part in our purpose and have fun along the way.

Taking the time to understand

We take the time to understand ourselves and our impact. We actively listen, seeking to learn and understand from everyone's experiences in life. We are open to the opportunities and possibilities this awareness brings to ourselves, others, and Starlight.

Trusted to be our best

The trust we have in each other, and our purpose guides our decisions, choices, and actions. When we are trusted our confidence grows, we ask for help, and we feel safe to be who we are. In any situation we say 'we' rather than 'they'. Most of all we trust in the Power of Play for children and adults alike.

The experience of our colleagues really matters, they are the foundation of all that we do. We believe that our success depends upon a culture where everyone can belong, feel safe and thrive. We support our colleagues to develop self-awareness and self-management and encourage everyone to think for themselves, manage their environment and make appropriate, balanced decisions for themselves, others and Starlight – we are Starlight! Our values are our way of being and are central to our decision-making and the choices that we make.. We believe that our strength is in our differences and constantly strive towards an authentic workplace culture with equity, diversity and inclusion as central principles.

Our Strategy and the Community, Challenge and Events Fundraising Co-ordinator role

There has never been such an exciting time to join Starlight. As our services evolve and we work to reach even more seriously ill children than before, it is critical that we raise the funds needed to deliver those services to the children, families and health professionals who need them. In June of 2021 we launched our new brand, focussing on bringing our cause to life in a fresh and dynamic way for our audiences. In February of 2022 we began working on our public facing digital strategy, developing, and testing new products for lead generation, whilst working with our new Business Intelligence team to make informed decisions based on insights. In September, last year we brought our mail fulfilment in-house, saving over £100k per annum in costs and improving our ROI. We have achieved and learnt so much. At the heart of our strategy is a real focus on building sustainable, meaningful, and relevant relationships with our supporters, demonstrating the importance and value of the contributions that they make. We are looking for someone to work as a key member of the Community team and with other key colleagues across the Fundraising department and the wider organisation, to support our work to drive change in the provision of play in hospitals and to increase reach and engagement with new audiences.

As Community, Challenge and Events Fundraising Co-ordinator, you will help protect play for seriously ill children by using a diverse range of fundraising products, both digital and traditional, to increase our supporter base. You will proactively develop our current supporter communities, establish new ones, and recruit volunteers, third party donors, organisations, and companies, at the same time maximising the lifetime value of each supporter. The successful candidate will deliver Starlight's participation in third-party events including The Great North Run and London Marathon with excellent supporter care and relationship management, helping to achieve maximum levels of income from sponsorship and other fundraising activities from the participants.



You will be able to work autonomously but also be a real team player, pitching in where needed. You will love working with supporters and volunteers to make things happen and have a passion for driving fundraising for our cause. In this role you will be needed to work some weekends and evenings, you will receive TOIL in line with our policy for working these times.

Key Areas of Responsibility

1. In consultation with the Community, Challenge and Events Fundraising Manager, devise an operational fundraising plan for growth across allocated community fundraising.
2. Manage processes and supporter journeys within specified programme areas, making improvements to increase efficiencies and growth
3. Support with developing and maintaining a portfolio of community and challenge event supporters, volunteers, and community businesses – providing first-class stewardship management and supporter care.
4. Maximise the use of digital and social media to promote community fundraising and steward supporters
5. Expand the visibility of Starlight in the communities within which we work through community engagement and fundraising
6. Working with the Community, Challenge and Events Fundraising Manager, expand our reach and fundraising in schools across the country
7. Support the Community, Challenge and Events Fundraising Manager with integrated campaigns
8. Help create a portfolio of third-party challenge events portfolio for DIY fundraisers.
9. Support on the London Marathon and Great North Run.
10. Advise and optimise the fundraising of supporters who wish to fundraise through their own efforts for the charity, ensuring this is legally and organisationally compliant and aiming to develop their long-term potential to the charity.
11. Apply to Supermarket schemes to ensure Starlight receives funds as part of the schemes.
12. Influence key supporters and stakeholders (small trusts and grants, businesses, and groups) within the community fundraising and event environment to deliver the charity's strategic goals.



13. Working with the wider organisation, suggest and implement new fundraising materials/resources to aid in the growth of fundraising income.

14. Monitor and evaluate financial targets and KPIs, raising any potential shortfalls with the Community, Challenge and Events Fundraising Manager and planning in contingencies when required.

Person specification

| Requirement | Essential | Desirable | Evaluation* |
|---|-----------|-----------|-------------|
| Experience in Community and Challenge Events Fundraising. | x | | A |
| Experience of supporting and engaging supporters and working with/managing volunteers. | X | | I |
| Experience of working with local groups, Schools (primary and secondary) and businesses to raise awareness and funds. | X | | I |
| Experience of developing tailored supporter journeys through email, telephone, and written communication. | | X | I |
| Experience of working with Supermarket schemes to raise funds. | | X | |
| Experience of working on digital challenge | | X | I |
| Excellent communication skills – written and oral with the proven ability to develop relationships both internally and externally. | X | | I |
| Well organised, with the ability to prioritise demanding workloads to meet strict deadlines, with the ability to juggle multiple priorities. | X | | A |
| Ability to manage your own budget income and expenditure, with strong admin and database skills. | X | | I |
| Project coordination experience – working with colleagues across different teams to drive activity to completion, delivering against deadlines and reporting on progress. | | x | A / I |
| An enthusiastic, proactive and flexible approach: able to work closely and adaptively with the | X | | I |



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|---|---|--|-----|
| immediate team and collaboratively across the entire organisation and under own initiative. | | | |
| Commitment to personal growth through self awareness and self management; able to manage your own environment and make appropriate, balanced decisions for yourself, others, and Starlight. | x | | A/I |
| Enjoy being part of a small team where individuals thrive on working outside of their designated roles from time to time to get things done | x | | I |

*I = tested at interview, A= tested via cv / supporting statement



What we offer

The opportunity and environment to be yourself and be your best. To have flexibility in where you work and the hours that you work. To join in beyond your role with our children and families, at events and activities. To work within a team with play at its heart. A competitive salary and benefits package including ability to work flexibly between home and office, holiday entitlement of 25 days plus bank holidays increasing up to 30 days with service, office closed at Christmas in addition to holiday entitlement, matched pension contributions to 5%, life assurance, Vitality health cover, cycle to work scheme, season ticket loans.

To apply

Please apply for this role through Charity Job, with your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role.

Closing Date: 11th February 2024

First Interview: 14th February 2024 (this will be held face to face at our Hammersmith offices)

Second interview: 20th February 2024 (this will be held via teams)

We are actively recruiting for this post on a rolling basis, allocation for interviews may happen as candidates apply, which may be before the dates. We hope to have all interviews allocated by the 12th November. As we may interview before these dates, we reserve the right to close the role earlier if we receive a number of high quality applications

Additional Information

Diversity Policy Statement

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Starlight actively welcomes candidates from diverse backgrounds. If you are invited to an interview and need any adjustments made or have particular access needs please let us know at that stage.

Shortlisting

Starlight is an equal opportunities employer, and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted, we will contact you and invite you to attend an interview on or before the dates in this document, please let us know on application if you have any difficulty with the dates. You will also be advised at this



point if there will be any skills test, presentations etc. We may appoint to the role before the stated closing date if a suitable candidate is identified.

Employment Checks

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.

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