

**Willen Hospice**  
**Job Description**

<b>Job Title: Community &amp; Events Fundraiser</b>	<b>Department: Business Development</b>
<b>Reports To: Community and Events Fundraising Manager</b> <b>Band: C</b>	<b>Hours: 35 hrs per week (including some evenings / weekends) or 17.5 hours per week for part time position</b>
<p><b>Main Purpose of the Job:</b> <i>Basic reason for, and purpose of, the position</i></p> <p>To support the Hospice's Community &amp; Events Fundraising teams generating vital income through professional community stewardship &amp; organising our Hospice own events. Proactively providing efficient, professional support to our local community supporter and volunteer base; help develop and nurture existing and new relationships with individuals and groups in the community; to help diversify our supporter base and ensure optimum income is achieved.</p>	
<p><b>Key Accountabilities:</b> <i>Key points that you will use to measure a person's success in this role</i></p> <ol style="list-style-type: none"> <li>1. To support the Community and Events Fundraising Manager and Senior Fundraisers in delivering effective events and community fundraising programme and support the delivery of a high-quality annual programme of fundraising and supporter engagement events ensuring all donors have a positive experience when engaging with the hospice to raise vital income for the Hospice.</li> <li>2. Utilise event toolkits to ensure consistency in quality of fundraising and supporter events, completing risk assessments, major incident plans, feasibility &amp; sustainability plan and stakeholder engagement plans. Attention to detail and applied initiative is required at each stage of the event planning process</li> <li>3. Contribute new ideas and developments to help grow fundraising and events income, keeping abreast of wider charity sector and fundraising trends.</li> <li>4. Respond effectively and promptly to fundraising enquiries from the public, volunteers, ambassadors, patrons, and trustees providing high quality supporter stewardship.</li> <li>5. Liaise with the wider Fundraising and Business Development team to help recognise opportunities for new income and ensure sufficient and relevant fundraising resources are maintained. Ensure up-to-date information is shared and all opportunities to increase Hospice income and profile are optimised.</li> <li>6. Ensure thorough application and understanding of the full potential of the Thank Q database. Maintain an up-to-date and accurate database and utilise our CRM database as an informed reporting tool.</li> <li>7. To continuously aim to improve efficiency of processes and procedures necessary for the smooth running of fundraising function and team</li> <li>8. Attend a variety of events, delivering inspiring talks and presentations to a diverse community base and collecting donations where required.</li> <li>9. Ensure all activities are fully resourced, identify gaps and participate in volunteer recruitment and retention activity in conjunction with the People Services Team.</li> </ol>	

10 Undertake any other duties requested by the Community and Events Fundraising Manager and Senior Fundraiser.

**Code of Conduct for all Employees**

1. To operate at all times within the Willen values.
2. To act in a way that promotes the wellbeing of staff, volunteers, patients and families.
3. To work constructively with colleagues and stakeholders at all times.
4. To act as an ambassador for Willen at all times
5. To maintain confidentiality at all times.
6. To participate in annual Appraisal and attend any training identified.
7. To attend all mandatory training, e.g. fire training, moving etc.
8. To abide by the Policies and Procedures of Willen Hospice.

Employee to sign and return a copy of the Job Description to the HR Department in acceptance and understanding of the role requirements.

Employee's Name (Please print) ..... and signature .....

Date of Issue: .....

### Employee Specification Matching Form

<b>Job Title:</b> Community Fundraiser	<b>Department:</b> Business Development
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Consider the type of person required to perform in the role overleaf. Please indicate those requirements that are essential and those that are preferred on the form below:

	Factor	Requirement	Job Level
1	Communication & Relationship Skills	Regular contact with volunteers and community. Likely to require tact and persuasive skills. Good relationship building skills required, particularly with supporters, volunteers and team members. Presentation skills.	
2	Knowledge, Training & Experience	A customer service/interface background would be beneficial. Likely to have previous fundraising experience or some formal training or qualifications in fundraising. Good administrative skills and experience. High level of computer literacy including Microsoft Office and databases. Should have very good written English ability.	
3	Analytical & Judgmental Skills	Some decisions are straight forward, but many involve more complex judgement considering the implications across a number of areas. Likely to have to consider alternative proposals and decide which is most viable in terms of cost V benefit.	
4	Planning & Organising Skills	Good planning and organisation skills essential to deliver fundraising events and activity. Responsible for planning and prioritising own workload based on requirements of the post and team members, making presentations to organisations and groups and at events. Required to co-ordinate volunteers for events or office-based work.	
5	Physical Skills	Significant keyboard use. Required to drive on company business. Full driving licence, with no more than 6 points, including category B+E required to drive Hospice van and tow trailer.	
6	Responsibility for patient or client care	Limited patient care but expected to assist during incidental contact, possibly at events etc.	
7	Responsibility for Policy/Service Development	Expected to follow given policies and procedures. Encouraged to make recommendations for improvements within own area.	
8	Responsibility for Financial & Physical Resources	Should have an understanding of department budget and targets. Regular handling of stock and/or cash.	
9	Responsibility for Human Resources	Co-ordination of volunteers as requested. Guide and advise others as required, e.g. Voluntary admin support.	
10	Responsibility for Information Resources	Assist with updating CRM database within the fundraising department as a key user.	
11	Responsibility for Research & Development	May be required to undertake surveys or investigate alternative methods of fundraising used by others.	
12	Freedom to Act	The jobholder operates within department procedures and guidelines but they are managed, rather than supervised on a day-to-day basis. Progress against requirements is reviewed on a regular, but not daily, basis. Also needs to work on own initiative, demonstrating an ability to be proactive.	
13	Physical Effort	Frequent requirement for heavy/moderate lifting, e.g. at events and moving promotional material, large stationery items etc.	

14	Mental Effort	Work pattern often unpredictable, with regular interruption. Some tasks may require prolonged concentration e.g. updating database.	
15	Emotional Effort	Rare exposure to distressing circumstances.	
16	Working Conditions	Pleasant working conditions with regular use of VDU when office based. Frequent requirement for working outdoors in all weathers.	