



Everyone deserves a place to call home

JOB DESCRIPTION

Post:	Community & Events Fundraising Manager
Contract:	Permanent, Full - Time
Salary:	£40,148 (NJC Scale Range 28 - 30) Inc. LW + pension and other benefits
Hours:	40 hours per week, excluding breaks, Monday - Friday
Annual Leave:	34 days including Bank/ Statutory Holidays
Probation Period:	6 months
Notice Period:	12 weeks
Accountable to:	Senior Events & Community Manager

JOB PURPOSE

We are seeking a dynamic, experienced, and motivated individual to join our high-performing Fundraising, Communications, and Trading team. As the new Community and Events Fundraising Manager, you will play a pivotal role in shaping and executing The Passage's Community Fundraising strategy, designed to inspire and engage both existing and new supporters, ultimately building a stable and sustainable income pipeline.

This role will oversee the stewardship of some of our most passionate supporters, working closely with dedicated volunteers, community groups, and overseeing key charity events. Your focus will be on harnessing the enthusiasm and commitment of fundraisers in the community, motivating and guiding them to maximize their contributions. Additionally, you will be responsible for recruiting new supporters, nurturing relationships, and providing exceptional stewardship to ensure long-term, reliable support.

The primary objective of this position is to increase voluntary income from communities in Westminster, London, and the surrounding areas by developing partnerships with community organisations, including faith groups, sports clubs, schools, and universities. You will actively engage new supporters, build partnerships, and promote participation in events, both those hosted by The Passage and third-party initiatives, while also pitching for additional support.

You will actively support the planning and execution of our bespoke Walk to End

Homelessness event, alongside leading on our annual Spring Concert and contributing to the growth of our third-party event series. Your involvement will include assisting with event planning, providing stewardship to our supporters, and managing on-the-day logistics to ensure seamless and successful event delivery.

This role offers an excellent opportunity to be at the forefront of community fundraising in the local community, shaping and delivering supporter journeys, developing relationships and organising events as part of a close, collaborative and supportive team.

MAIN TASKS

Community and Events Fundraising:

- Help deliver the teams' existing events and community fundraising products, growing net income and actively seeking new opportunities for expansion.
- Develop a range of new fundraising products and assets to support all aspects of the community fundraising programme in line with our values and key messages.
- Act as an ambassador for The Passage with community groups, personally delivering talks and presentations to build relationships and promote our work.
- Manage and oversee a programme of station and street collections, ensuring that volunteers are trained and equipped to represent The Passage with the public.
- Manage current community and events fundraising relationships with individual supporters and groups by providing outstanding, tailored stewardship to generate income.
- Help deliver and develop a range of The Passage owned and third-party events and activities.
- Work with the digital marketing and comms team to produce engaging, accessible content and campaigns across web, social, email and paid digital activity to promote fundraising products and activity.
- Research and recommend new ways of raising funds and generating income through community fundraising.

Budgets and Planning:

- Produce and manage the Community Fundraising income and expenditure annual plan and budget.
- Work with the Senior Events and Community Manager to regularly review performance, report variances against budget and undertake contingency planning to minimise risk.
- Monitor income and KPIs against agreed budgets and targets, taking action to address any shortfall.

People Management:

- Provide all aspects of line management support, development and coaching to the Fundraising Assistant.
- Recruit, train, manage and inspire volunteers to deliver agreed aspects of the fundraising plan.

Other Responsibilities:

- Assist with other team projects as needed, working together to deliver a high-quality portfolio of community projects and activities.
- Support and attend fundraising events as required.
- Adhere to the highest standards of community fundraising best practice as set out in the Fundraising Regulators Fundraising's Code and ensure that all activities comply fully with the relevant Data Protection obligations and any other legislation.

GENERAL RESPONSIBILITIES

- In conjunction with your Line Manager to continuously develop the role to ensure that all tasks are being undertaken in an effective and appropriate manner which meets the strategic aims and objectives of The Passage.
- To participate in internal/external meetings as required, and attend training events, conferences and other functions as necessary.
- To participate in regular supervision and annual appraisal, and help in identifying your own job-related development and training needs.
- To ensure that all The Passage policies and procedures are being adhered to.
- To contribute to the effective implementation of The Passage's Diversity and Equality Policy as it affects both The Passage and its work with vulnerable adults.
- To at all times undertake your role in a professional manner maintaining a high quality standard of work, and to always work in accordance with the aims, values and ethos of The Passage¹.
- Undertake any other duties that may be required which are commensurate with the role.

Note: The details contained in this Job Description summarise the main expectations of the role at the date it was prepared. It should be understood that the nature of individual roles will evolve and change as service, service users and commissioner needs change. Consequently The Passage will review and revise this Job Description as required in consultation with post holders.

¹ **Vincentian Ethos** As a Vincentian organisation, The Passage strives to be inclusive; encompassing a diverse and rich culture from within our members, clients, volunteers and staff. This approach is reflected in our core Values and it is important that all staff have respect for this. (refer to full Vincentian Ethos Statement).

Person Specification **Community & Events Fundraising Manager**

This person specification sets out the essential abilities and qualities which are used in the selection criteria for the post. When completing your supporting statement please address criteria E1 to E8 and K1 to K5 demonstrating your understanding and knowledge and give evidence of your experience and abilities.

EXPERIENCE

- E1 Developing and implementing community fundraising plans and activities and a proven track record in growing income.
- E2 Experience of recruiting new fundraisers and providing excellent stewardship.
- E3 Direct experience of working with community groups or local organisations such as schools, churches and universities, generating new leads and managing partnerships.
- E4 Experience of planning, organising and delivering new projects and/or events.
- E5 Recruiting and supervising volunteers.
- E6 Developing new fundraising products and assets.
- E7 Good financial understanding with ability to budget and forecast income and expenditure.
- E8 A track record of generating and building strong, lasting relationships with supporters.
- E7 Competent in the use of online databases such as Salesforce.
- E8 Working in the charity sector.

KNOWLEDGE

- K1 Community Fundraising products, events and trends.
- K2 Developing effective fundraising propositions.
- K3 Digital fundraising and online fundraising platforms.
- K4 Project management skills demonstrating the ability to manage several campaigns/activities at the same time.
- K5 GDPR and all relevant fundraising regulations.