

JOB DESCRIPTION

Job title:	Community & Events Fundraising Officer
Line Manager:	Individual Giving & Legacy Manager
Accountable to:	Head of Fundraising
Department:	Fundraising
Location:	London, NW10

Context

Mayhew provides a range of animal welfare and veterinary services, in the UK and abroad. We offer expert veterinary care, rescue and rehoming, programmes in the community and guidance and support to improve the lives of dogs and cats in need.

We operate, in the main, from our historic building in north London but also have operations in Georgia and Afghanistan.

We offer a hybrid working pattern split between remote home-working and the Home in London.

Job purpose/summary

The Community & Events Fundraising Officer is a central role within Mayhew's Fundraising Team and at the heart of any organisations' fundraising, as the interface with our community, supporters, and volunteers.

This role will be responsible for engaging and inspiring the communities around us to support Mayhew and build awareness of the work we do to promote animal welfare within our communities. The role is ideal for an individual looking to oversee, support and manage an exciting and diverse programme of work.

You will be a natural communicator who can persuade, influence and inspire others, with the confidence to build relationships at any level.

This role will be responsible for...

- Researching and developing a portfolio of community fundraising initiatives and building a pipeline of potential income from these areas.
- Identifying new opportunities and growing our supporter base by connecting more local communities to our work.
- Increasing our investment and participation in third-party and virtual events.
- Optimising the supporter experience of those who fundraise for Mayhew.
- Developing profitable relationships with community groups, including schools, faith groups and local businesses across London.

Key relationships

- Individual Giving & Legacy Manager
- Head of Fundraising
- Volunteering and Foster Caring Manager
- Community Animal Support Manager
- The wider Fundraising and Engagement Teams
- Key Animal Welfare staff

Main areas of responsibility

Generate and Grow Income from Community Fundraising and Events

- Drive YOY income growth from Community and Events Fundraising at Mayhew, working with the Individual Giving & Legacy Manager to develop and implement an ambitious but effective annual programme of community, virtual challenge, and third-party events.
- Work closely with key audiences in the community, with a particular focus on establishing strong links with local faith groups, schools, and other community organisations and local businesses.
- Develop and deliver plans for community fundraising across a broad range of markets, activities, and products (for example, schools, universities and other community groups, collection boxes, etc), providing exceptional stewardship to achieve financial targets.
- Develop and deliver plans for a growing Mayhew event fundraising programme, including third-party events, DIY fundraising and the Christmas concert.
- Grow Mayhew's participation in and income from third-party events and virtual challenges to offer more choice to donors wishing to support Mayhew.
- Develop and run new local community fundraising events to engage key audiences and raise funds and awareness.
- Lead on the generation of creative and impactful collateral both online and offline, including applications, proposals, presentations, fundraising packs, etc, to attract and retain donors.
- Lead the delivery of the annual Christmas Concert event, working with the Philanthropy Manager, Individual Giving & Legacy Manager and Head of Fundraising to grow income and support from this event.
- Ensure all areas of fundraising within the post's remit meet income and expenditure targets.
- Ensure all areas of fundraising within remit work efficiently and effectively for the benefit of Mayhew.

Planning and Budget Management

- Working closely with the Individual Giving & Legacy Manager and Head of Fundraising to develop and implement a robust strategy to secure income from community and events fundraising.
- Be responsible for developing and implementing a yearly activity plan to achieve YOY targets.
- Use analysis and research to propose new and existing opportunities for growing income from third-party events.
- Establish virtual challenges as a key part of the fundraising portfolio, driving increased participation and net contribution from this area.
- Regularly review and provide analysis and reporting on performance to date, as and when requested.
- Working with the Individual Giving & Legacy Manager, take responsibility for the development and management of yearly budgets and financials in relation to community and events fundraising.
- Process all income donations in line with internal procedures and ensure prompt and appropriate acknowledgement of all income.
- Assist in quarterly forecasting and monthly reporting across a range of financial and non-financial KPIs in relation to this area of fundraising.
- Keep accurate financial and non-financial records in line with organisational guidance and GDPR regulations.

Relationship Management

- Working with the Volunteering and Foster Caring Manager, recruit and manage fundraising volunteers who support the delivery of local events, introduce Mayhew to new networks and build our base of support in the community.
- Support the account management and stewardship of donors, liaising with appropriate teams, ensuring the objectives of the donor are fully met.
- Provide exceptional supporter stewardship to individuals who fundraise for Mayhew, both before and after their event or fundraising activity.

- Produce engaging digital event comms and journeys including emails and social media advertising (paid and organic), with the support of the Senior Individual Giving and Digital Officer.
- Respond to relevant fundraising enquiries on the phone or by email, within agreed guidelines in relation to the role's area of work.
- Deliver personalised thank you communications to donors (verbally, and/or in writing).
- Attend events on behalf of the charity, receiving donations and delivering presentations on the charity's work.
- Maintain effective relationships with colleagues and all supporters, maximising retention and long-term value and identify cross-departmental opportunities where appropriate by working collaboratively.

Other

- Maintain up to date knowledge of sector trends and how they might be applied to our work.
- Ensure that all donor communications are handled appropriately, promptly and courteously and that complaints and criticisms are logged, investigated and resolved, in accordance with the organisation's systems and procedures.
- Ensure donor and organisation contact records are kept up to date.
- Communicate with a range of audiences by telephone, in writing and often face to face, and take appropriate action in accordance with agreed principles.
- Attend all internal and external meetings as required, out of hours if requested.
- Contribute to a culture that embraces change, open communication, ambition, innovation, future-thinking and external focus.
- To be fully conversant with all fundraising regulations and legislation relating to community and events fundraising, and to ensure all Mayhew activities comply with necessary regulations.
- Undertake any other duties as may reasonably be required in this post.

General

- Contribute to the general administrative running of the Fundraising Team.
- Undertake any other duties as may be reasonably required by the Head of Fundraising and/or Individual Giving & Legacy Manager.
- The job will involve working unsocial hours on some occasions.
- Willingness to drive our events vehicle from time to time.
- Ability to travel occasionally and willingness to work are required for this role. Due to the nature of the position, weekend and evening work may be necessary at times, for which you will receive Time Off In Lieu (TOIL).
- Implement the Equal Opportunities Policy into daily activities.
- Be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately you become aware of it.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

PERSON SPECIFICATION – Community & Events Fundraising Officer

Criteria	Essential	Desirable
Knowledge, educational & professional qualifications	<ul style="list-style-type: none"> A good understanding of fundraising principles and regulations, specifically in relation to the areas of fundraising covered by the role. 	<ul style="list-style-type: none"> Understanding of the principles of animal welfare.
Experience	<ul style="list-style-type: none"> Good commercial knowledge to ensure suitable ROI in both investment and effort. Evidence of financial management skills; ability to set and deliver income targets. Experience of planning income/expenditure budgets and supplying frequent reporting. Experience of creating and managing great supporter relationships to deliver agreed objectives and income targets. Experience of planning multiple activities and/or events through the year. Experience building effective relationships with a wide range of audiences. Good knowledge of the legal fundraising environment – GDPR, Gift Aid, other relevant fundraising legislation. 	<ul style="list-style-type: none"> Understanding of diversity and inclusion issues.
Skills / Abilities	<ul style="list-style-type: none"> Ability to work under pressure and manage a fluctuating workload. Good working experience of Microsoft Office. Good numeracy and literacy. Excellent standard of accuracy and attention to detail. Excellent communication and interpersonal skills. Flexible attitude with good team skills. Creative and innovative. Strong organisational skills, especially the ability to manage a varied workload. Teamwork and self-motivator Driven, motivated and proactive A clean driving license. 	<ul style="list-style-type: none">

Where appropriate, reasonable adjustments to these criteria will be considered to accommodate personal circumstances such as disabilities