

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

<b>Job Title: Community 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)</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 Fundraising team generating vital income through professional community stewardship. 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 Community Fundraiser in delivering an effective community fundraising programme that engages and nurtures current supporters and volunteers; optimises opportunities for increased support; attracts new supporters and encourages long term engagement, so that agreed financial targets and other KPIs are achieved.</li> <li>2. To deliver high quality supporter services, ensuring all donors have a positive experience when engaging with the Hospice.</li> <li>3. Contribute new ideas and developments to help grow community fundraising income, keeping abreast of wider charity sector and community fundraising trends.</li> <li>4. Respond effectively and promptly to fundraising enquiries from the public, organising fundraising resources for supporters and liaising with volunteers, ambassadors, patrons, trustees and Friends of Willen Hospice.</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 community support database and utilise our CRM database as an informed reporting tool. Work closely with the Senior Community Fundraiser to maximise this opportunity.</li> <li>7. To continuously aim to improve efficiency of processes and procedures necessary for the smooth running of community fundraising function and team</li> <li>8. Attend a variety of fundraising and networking 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 Community 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> Fundraising Team
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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. Experience of community fundraising desirable. 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	Responsible for planning own workload based on requirements of the post and team members, including activities to support and develop community fundraising on behalf of the Hospice and making presentations to organisations and groups and at events. Must be able to prioritise workload. 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.	