



## Job Description and Personal Specification

<b>Job Title</b>	Community Fundraiser
<b>Line Manager</b>	Community Fundraising Manager
<b>Location</b>	30-32 Upper Maudlin Street, Bristol BS2 8DJ
<b>Terms</b>	Permanent, Full-Time Office-based with potential for hybrid working
<b>Salary</b>	Up to £25,000 DOE

### Summary of Role

Our passionate and motivated community fundraising team are seeking a Community Fundraiser to help with their ambitious plans to expand the community programme to increase activity and income whilst continuing to deliver excellent supporter care to our incredible family of fundraisers.

With exciting plans ahead, including a new Gromit Unleashed public arts trail in 2025, this role is a fantastic opportunity for an aspiring and multi-talented individual looking to develop their career in community fundraising. With previous experience in fundraising, you will work closely with the community team to ensure that significant growth is achieved within the community fundraising programme.

You will be friendly, approachable and a highly motivated team player with excellent oral and written communication skills. Your warm personality will enable you to engage, motivate and influence a wide range of people, including members of the public, our fundraising families, schools, groups and hospital staff. Enthusiasm, initiative and energy are key attributes of The Grand Appeal's team members.

You will be confident and happy to travel across the South West and thrive on promoting The Grand Appeal through the delivery of talks and presentations to schools and groups. You will enjoy meeting fundraisers to talk through their plans and advise and help them to maximise their fundraising potential. You'll also excel at thanking donors through arranging cheque presentations and sending personalised thank you letters and handwritten cards.

Meticulous attention to detail, as well as being highly organised and flexible with a passion for fundraising and wanting to make a difference, is essential.

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The Grand Appeal works in partnership with Aardman Animations to support Bristol Children's Hospital and the region's Neonatal Intensive Care Unit. With a multi-million-pound programme of investment in the hospital, from research to family accommodation to patient, family and staff wellbeing, and a growing supporter base, The Grand Appeal is expanding fast.

We are the charity behind the internationally successful and multi-award-winning Gromit Unleashed and Shaun in the City art trails, which are now part of the fabric of the city and have brought millions of visitors to Bristol from all over the world.

Based across five sites in Bristol, The Grand Appeal offers a dynamic, supportive and rewarding workplace for its approx 40 staff. The foundation of our organisation is its strong team culture in which all staff play an important part. Our staff are talented, creative, ambitious and The Grand Appeal's most important resource.

The role will be based at Grand Appeal HQ opposite the Bristol Children's Hospital, close to the beautiful Bristol Harbourside and the range of shops in Cabot Circus.

#### **What we offer:**

- Generous holiday allowance
- Healthcare plan
- Pension scheme
- Hybrid working can be considered.

If this sounds like the right workplace for you, you have the required skills and experience, and you are looking for a new challenge, we would love to hear from you.

## **Key tasks and responsibilities**

### **Support the delivery of the community fundraising programme.**

- Provide effective and efficient support to the community fundraising team to meet team objectives and contribute to the delivery of the community fundraising strategy.
- Steward and support our mid-level community fundraisers, including but not limited to Third-party organised challenge event fundraisers, Shine Bright Christmas fundraisers, runners, cyclists, schools, sports clubs and groups, in memory fundraisers, rotaries and young fundraisers.
- Work with the Community Fundraising Manager to deliver our Gromit Unleashed Trail 2025 community programmes to Guides/Scouts and Schools, providing talks/presentations when required.
- Deliver engaging presentations and talks to schools and community groups primarily in the Bristol area but also throughout the South West and South Wales.

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- Represent the charity and attend fundraising, networking and stewardship events, including cheque presentations as required.
- Be a proactive member of the community team – contributing ideas to help innovate and shape community fundraising ideas and projects.
- Assist in the organisation and delivery of community fundraising stewardship events.
- Research current fundraising activities and trends within the charity sector and assist with the development of new projects as required.
- Maintain knowledge of all products offered by the fundraising team, including the lottery and events, so that opportunities for cross-promotion can be utilised.

### **Engage and motivate charity supporters.**

- Manage mid-value community fundraisers, forging strong relationships through high-quality customer care, optimising opportunities for increased support and encouraging long-term engagement.
- Develop relationships with supporters, encouraging ongoing support for the charity and ensuring all supporters have a positive experience engaging with the charity.
- Deliver an exceptional individual, written and verbal stewardship programme to all our supporters, ensuring all fundraisers are thanked in a timely and appropriate manner.
- Provide regular support to the operation of our stall in Bristol Children's Hospital, selling merchandise and liaising with potential supporters.

### **Community fundraising administration**

- Maintain The Raiser's Edge database to ensure data and fundraiser communications are recorded and updated accurately, creating supporter records when required and ensuring meticulous attention to detail and accuracy.
- Work with the Community Fundraising Manager to ensure that processes work effectively.
- Maintain high-quality data on our database through daily data input in accordance with GDPR and assist in data cleansing tasks.
- Ensure that all donations are coded and recorded correctly on our database, liaising with the finance team when necessary.

### **Brand and communication**

- Provide case studies to the communications team to aid the creation of fundraising materials and reporting documents.
- Share engaging fundraiser stories with the comms team to share on our website, social media channels and press to thank our fundraisers and inspire others to fundraise for us.



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## Other tasks

- Keep abreast of charity law and abide by the Charities Act, Fundraising Regulator, Institute of Fundraising Code of Practice, Gambling Commission and General Data Protection Regulation.
- Carry out other tasks and duties as required to support colleagues across the wider fundraising team.

## How to apply

- Send your completed application form and a copy of your CV to [jobs@grandappeal.org.uk](mailto:jobs@grandappeal.org.uk)
- **Closing date for applications:** This is a rolling vacancy which will be closed when a suitable applicant is appointed. We anticipate a high volume of applicants for this role and suggest getting your application in soon, as we will be interviewing suitable candidates as we go.
- For an informal discussion or any questions regarding the role, please contact Stephanie Benson on [Stephanie@grandappeal.org.uk](mailto:Stephanie@grandappeal.org.uk)

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## Personal Specification

E = essential D = desirable

## Experience and knowledge

Importance	Criteria	Assessment
E	Two years relevant fundraising experience, ideally in community fundraising.	Application Interview
E	Experience using databases to record accurate and up to date information	Application Interview
E	Experience in cultivating supporters and providing high quality and tailored stewardship to low-mid level supporters.	Application Interview
E	Experience of undertaking projects with limited supervision	Application Interview
E	Understanding of the principles of good supporter care and experience of being able to converse with a variety of people in different situations	Application Interview
D	Experience working with volunteers	Application Interview
D	Experience working with schools	Application Interview
D	Personal participation in a fundraising challenge or event	Application Interview
D	Understanding of health, safety and legal requirements of community fundraising.	Application Interview
E	Understanding of Gift Aid and General Data Protection Regulation	Application Interview

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## Skills and abilities

Importance	Criteria	Assessment
E	Excellent verbal and written communications skills with ability to build and maintain relationships, particularly with supporters, volunteers and team members	Application Interview
E	Excellent organisational and time-management skills with the ability to prioritise conflicting demands whilst maintaining accuracy and attention to detail	Application Interview
E	Excellent IT skills; confident in the use of Microsoft Office, CRM databases	Application Interview
E	Empathy with the aims, objectives and activities of the charity	Application Interview
E	Excellent presentation skills and the ability to engage, inspire and motivate to a wide-ranging audience including schools and groups	Application Interview
E	Self-motivated and able to use initiative with limited supervision.	Application Interview
E	Commitment to continuing professional and personal development	Application Interview
E	An approach to mirror our values: supportive, professional, collaborative, creative and confident	Application Interview
D	Basic Awareness of hospital fundraising within the UK	Application Interview

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## Other requirements of the role

Importance	Criteria
E	Cooperate and support the wider Appeal team, undertaking appraisals and personal development through annual reviews. Undertake mandatory training as required by the charity
E	Prepared to travel to events and work outside of normal working hours. TOIL will be provided in most circumstances
E	Car owner and full UK driving licence

**This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the Charity. All job descriptions are non-contractual and give a sense of the broad scope of the role, and so include a level of flexibility. While they list some key tasks, there will also always be tasks that arise, and which can be reasonably expected of the role.**

The Grand Appeal is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults. As such, expect all staff and volunteers to share this commitment. The selected candidate will be appointed subject to a DBS check.



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