



Community Fundraiser

Reports to: Trust & Grants Manager
Hours: 15 hours per week
Salary: £25,260.79 Pro Rata
Contract: Permanent
Location: Remotely based

| Benefits | | |
|-------------------------------------|--|---|
| 34 days holiday inc public holidays | Flexible working eg compressed hours | Cycle to work scheme |
| Eye Care Vouchers | Pension scheme with 4% employer contribution | Childcare Vouchers |
| Employee Assistance Programme | Clinical Supervision | Holiday Purchase Scheme to buy up to an additional 5 days |
| Enhanced Family leave Policies | Enhanced Sick pay | Professional Development Fund |
| Individual learning budget | Restorative Practice Training | Time Off In Lieu |

Who are we?

We are SafeLives, the UK-wide charity dedicated to ending domestic abuse, for everyone and for good.

We work with organisations across the UK to transform the response to domestic abuse. We want what you would want for your best friend. We listen to survivors, putting their voices at the heart of our thinking. We look at the whole picture for each individual and family to get the right help at the right time to make families everywhere safe and well. And we challenge perpetrators to change, asking ‘why doesn’t he stop?’ rather than ‘why doesn’t she leave?’ This applies whatever the gender of the victim or perpetrator and whatever the nature of their relationship.

Last year alone, nearly 13,500 professionals received our training. Over 70,000 adults at risk of serious harm or murder and more than 85,000 children received support through dedicated multi-agency support designed by us and delivered with partners. In the last four years, over 2,000 perpetrators have been challenged and supported to change by interventions we created with partners, and that is just the start.

Together we can end domestic abuse. Forever. For everyone

The Fundraising Team

The Fundraising Team takes an innovative and flexible approach to securing income, thinking beyond restricted and unrestricted asks to consider other approaches, such as partnerships and collaborations. We are responsible for achieving annual and multi-year income targets which currently bring in between c£3.5 million pa. We have always focused on large grant-making trusts and foundations, Lottery funds and major donors, and we usually lead funding bids to special Government funding opportunities. In the last three years, many more individuals have started supporting our charity, with donations and by organizing their own fundraising activities and this year we expect to raise £40-60k from this. We have a great opportunity to build on this by maximizing the effect of a new website, which will be launching later in the year, and running new fundraising campaigns.

There are five people in the Fundraising Team. The Head of Fundraising is a job share, with two people each working 3 days per week, one based in London and the other based in Bristol. We also have a

Senior Trusts and Grants Manager and two Trusts and Grants Managers, both based in Bristol.

Role summary

The Community Fundraiser plays a vital role in fostering and expanding our network of individual givers and community fundraisers. The position is responsible for:

- developing and managing relationships with our supporters
- signing SafeLives up to a programme of fundraising events
- maintaining and growing our supporter base
- responding to fundraising opportunities from individuals and corporates.

We will occasionally require you to support with organising events for our high-net-worth individuals. The role is managed by our Trusts and Grants Manager. It was a new role in 2022 and the successful candidate will build on the foundations that have been set over the last year and a half.

The ideal candidate will bring creativity and proactivity to the role – thinking outside the box and finding new ways to grow our supporter base and market our opportunities. You will be the perfect balance of engaging and motivational and a rigorous planning coordinator with exceptional attention to detail. You will help us reach new supporters, through events and fundraising, and communicate our key messages in a way that encourages people to support our work.

SafeLives values are to be brave, human and rigorous. You will need to be able to work to these values as part of the team. The Fundraising Team seek opportunities in our work to make sure projects are fully inclusive and align with the principles set out in SafeLives' EEDI Plan and funders' diversity and inclusion objectives.

Key duties and responsibilities

Relationship development and management:

- Act as the primary point of contact for all individual givers, community fundraisers, legators and corporates being mindful that many supporters will be survivors themselves, or have friends and family who are survivors
- Monitor the Fundraising email inbox, responding promptly to new fundraising enquiries
- Cultivate and steward relationships with community fundraisers, providing guidance, support and encouragement
- Collaborate with the Communications team to publicly recognise and promote the achievements of community fundraisers
- Work with senior colleagues and the SafeLives' Data Protection lead to ensure our community and individual fundraising is GDPR compliant

Fundraising events:

- Develop and manage a comprehensive programme of fundraising events
- Identify and sign SafeLives up to various challenge events, such as team or individual sporting challenges and SafeLives' own charity fundraising events, and coordinate participation
- Work with the Communications team to market challenge event spaces and fundraising campaigns through our networks
- Project manage the delivery of events (beforehand, on the day, and follow up communications), working closely and effectively with colleagues

Maintain and grow supporter base:

- Implement strategies to maintain and nurture SafeLives' relationship with our existing individual givers and supporters
- Lead on the development and distribution of our quarterly newsletter, sent via MailChimp
- Proactively stay connected to SafeLives colleagues and teams to keep updated with our latest work, using this to develop engaging mailers/newsletters to share with our supporters
- Develop initiatives to attract new supporters and expand the supporter base

- Analyse fundraising data and report on monthly fundraising income, maintaining meticulous records of various funding sources

Wider communications:

- Collaborate with the Communications team to create compelling content and messages to engage supporters
- Assist in the development and implementation of marketing and communications plans and materials for community fundraising initiatives
- Work with Communications and other teams (including Training, Research, Public Affairs) to utilise communications channels, including social media, email campaigns, presentations and reports to promote regular giving and challenge events
- Support the Communications and Fundraising teams to develop, design and execute a number of creative online fundraising campaigns, to raise funds, bring in new donors, expand our support base and build our brand.
- Ensure all external facing content is professional, simple and targeted for the specific audience.
- Work with survivors to ensure their voices are at the heart of all we do.

Other:

- As a member of the Fundraising Team, help colleagues with their work, as required
- Maintain awareness of community fundraising techniques and sector trends (for example, in-memory giving)

Experience / skills / competencies

Experience (E = essential, D = desirable)

- Experiencing of running and/or taking part in fundraising activities (E)
- Experience of developing charity challenge and/or fundraising events and providing support via telephone and email to participants (D)
- Commitment to include the voice of those with lived experience in all we do (E)
- Experience of planning and delivering a range of different events (D)
- A proactive and enthusiastic approach to reaching new audiences and wider networks, to help develop new ideas for events with innovative formats (E)
- Creative and innovative approach to presenting information across different formats and channels (E)
- Experience working with a range of internal and external stakeholders (D)
- Knowledge of GDPR or experience of using simple CRM systems (D)

Skills

- Excellent administration and logistical skills
- Resilience and enthusiasm, with an ability to plan, prioritise, use own initiative and meet multiple deadlines
- Personal warmth and the ability to build successful relationships
- Ability to be flexible and adapt to shifting priorities
- Ability to use initiative and judgement to identify problems early and propose solutions
- Excellent writing and editing skills
- Ability to process complex information and ensure suitability for different target audiences
- Ability to maintain confidentiality and be discreet at all times
- A commitment to ending domestic abuse

Competencies

Team work and collaboration

- Works effectively as part of a team to deliver shared objectives and to build team spirit
- Supports colleagues in demanding situations, recognises the importance of wellbeing in self and others
- Accepts help and support from other team members
- Listens to the views of others

Communication and relationship management

- Builds and maintains good relationships with a range of internal and external stakeholders
- Speaks and writes clearly and effectively to both internal and external audiences

Delivering quality

- Achieves objectives ensuring work is delivered to deadline, to a high standard and to budget
- Takes responsibility for own workload, acts on own initiative, seeks feedback from others, evaluates own performance and then acts upon it
- Tries out new ideas and ways of working and identifies and shares learning

Influence

- Inspires confidence and trust in others – demonstrating high standards of integrity, honesty and fairness
- Is visible and approachable, taking time to talk to colleagues and support with queries

Equality and Inclusion

SafeLives is committed to providing equal opportunities for all, irrespective of age, disability, race, sex, religion/belief, sexuality, gender identity, marital/civil partnership, pregnancy/maternity and working patterns. We are keen to have staff that appropriately represent all the communities we serve as an organisation.

Lived Experience

We believe there is no 'them and us' in domestic abuse and recognise that applicants may have direct or indirect experience of their own, whether disclosed or not.

We are committed to placing lived experience of domestic abuse at the heart of all we do, and colleagues who chose to share their personal expertise can do so openly and with organisational support. If there is any discussion during the recruitment process regarding a candidate's personal experience of domestic abuse, it will be treated confidentially and will not be shared outside of the interview panel/Human Resources.