

WHAT'S THE ROLE?

COMMUNITY FUNDRAISING EXECUTIVE

A key member of a sector-leading Events and Community Fundraising team, I support the Community Fundraising Manager to generate income for the charity from individuals and groups organising their own fundraisers. I will be responsible for building and maintaining high quality relationships with a portfolio of fundraisers to maximise income and proactively grow the number of long-term supporters. Driven by curiosity and collaboration, I will use insight to understand trends and identify new opportunities and potential high value relationships as they arise.

With a passion for delivering excellent supporter experiences and cultivating loyalty, I'll work flexibly to achieve targets and build on continued growth in our 5-year fundraising strategy.

IN THIS ROLE YOU'LL...

- Manage and cultivate relationships with mid and high value fundraisers across the Community Fundraising portfolio, including DIY Walking, Cycling, social events and local corporates.
- Develop and deliver bespoke and tailored stewardship plans for existing and new supporters to maximise engagement and lifetime value.
- Work with the wider Community Fundraising team to triage supporters and identify potential high value fundraisers.
- Provide regular updates on your portfolio of supporters, including income versus target and repeat participation rate.
- Work with the Community Fundraising Manager to analyse and understand the impact of stewardship actions on supporter engagement and loyalty to develop best practice.
- Support the Senior Community Fundraising Executive to identify and proactively engage local corporates in employee fundraising and/or COTY partnerships.
- Manage our high value fundraiser thanking, including engaging senior leadership and co-ordinating delivery of cross-functional annual thanking moments, e.g. thank-a-thon, Christmas cards.
- Work with the Media, PR and Digital Channels teams to identify and capture supporter stories and ensure good coverage of specific fundraising activities.
- Manage community fundraising activity on key platforms, including volunteer recruitment for supporter events and contactless solutions.
- Support the Senior Community Fundraising Executive in development projects (e.g. supporter journey innovation, marketing activity, market research) as required.
- Attend fundraising events, including supporter-led events, out of office hours in evenings and weekends as required.
- Maintain high quality data on our CRM (Raiser's Edge NXT), making sure information is gathered and recorded in line with the requirements of the General Data Protection Regulation, ICO and Prostate Cancer UK Data Protection Policy.

WHO YOU ARE...

- Previous experience of working in charity fundraising, preferably with a focus on community or events.
- Skilled in stewardship planning and confident building long-term, high-quality relationships with a wide range of fundraisers.
- Excellent organisational skills and experience delivering projects in collaboration with internal stakeholders.
- Comfortable speaking publicly and able to motivate and inspire supporters throughout their fundraising journey.
- Understanding of community fundraising audiences, behaviours and indicators of high-value potential.
- A collaborative team player who works openly and effectively with others.
- Confidence analysing data to identify trends, measure impact and make informed recommendations for improvement.
- Excellent written and verbal communication skills, with the ability to adapt messages for different audiences.
- Able to produce clear, engaging and motivational supporter communications.
- Good understanding of community fundraising best practice and awareness of relevant fundraising regulations.
- Able to plan, prioritise and balance a varied workload in a fast-paced team environment.
- Passionate about delivering exceptional supporter experience and helping individuals achieve their fundraising goals.
- Experience of using a database to maintain accurate records and ability to analyse data and report on results.
- Proven ability to maintain confidentiality and act with discretion when handling sensitive and confidential information.
- Actively supports our commitment to equity, diversity, inclusion and allyship.

YOUR ROLE: THE NUTS AND BOLTS

Your line manager:

Community Fundraising Manager

Job level:

Band 2B - Executive

Contract:

Permanent

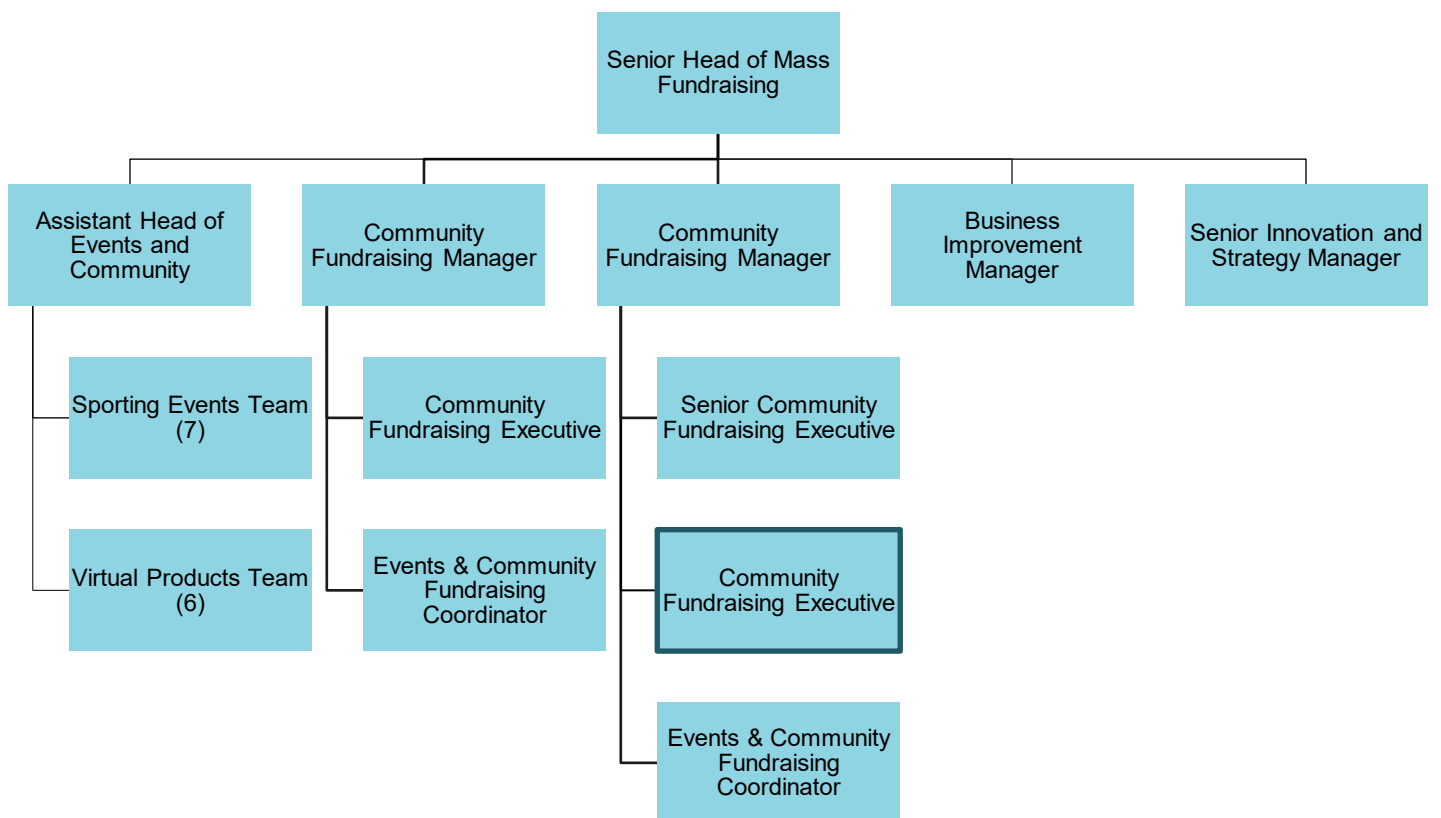
Hours:

Full time; 37.5 hours per week - We're happy to consider requests for flexible and part-time working on hiring.

Location:

Hybrid working – a combination of remote and in-person working at our London Bridge office. You'd need to be in the office four days a month including set one directorate day (Tuesday) and one team day (Wednesday). We may also need you to come in for specific meetings.

WHERE DOES MY ROLE FIT IN THE ORGANISATION?

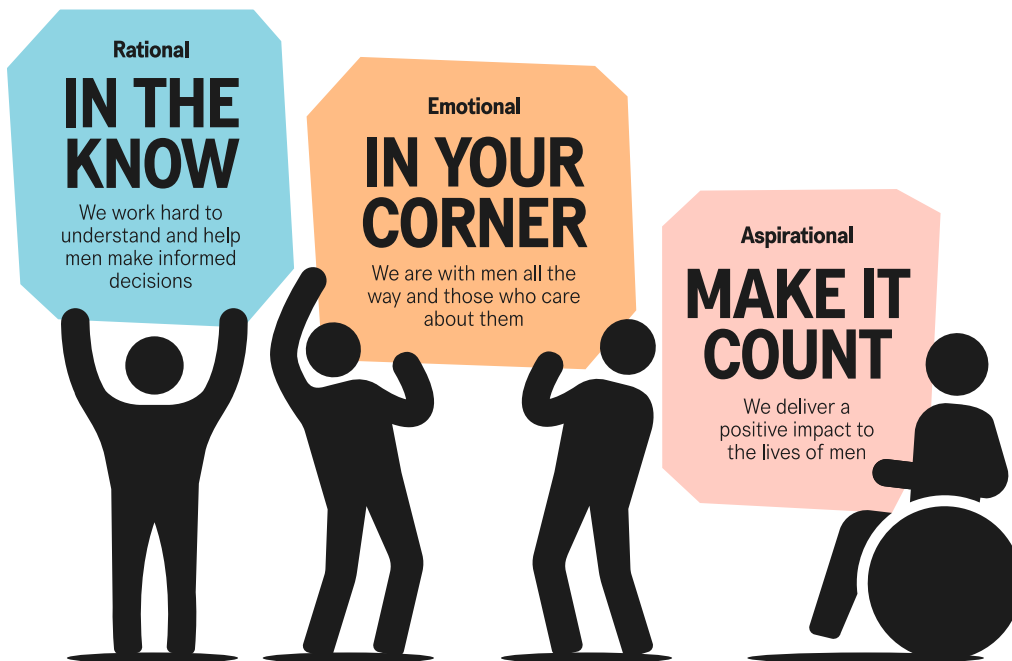


OUR CULTURE

VALUES AND BEHAVIOURS

Our values and behaviours help us make decisions, work together and guide the sorts of conversations we have on a day-to-day basis. They underpin our brand identity and give us a shared understanding of who we are and how we work together to create positive change, every day.

OUR VALUES



OUR BEHAVIOURS

RATIONAL	EMOTIONAL	ASPIRATIONAL
GENEROUS WITH KNOWLEDGE Switched on and well-connected, we share our expertise and make informed decisions.	GOT YOUR BACK Unembarrassed and reassuring, we listen, understand and stand up for those in need.	DO WHAT MATTERS Impossible to ignore, we focus on what matters to drive results and maximise our impact.
NATURALLY CURIOUS Constantly learning and hungry for knowledge, we challenge and push for answers.	OPEN TO ALL Inclusive and open-minded, we recognise everyone is unique and embrace different perspectives.	NEVER SETTLE Fired up and determined to make a difference in everything we do – and driven to give our best.