

## JOB SUMMARY AND PERSON SPECIFICATION

**Job Title:** Community Fundraising Lead (Products and Campaigns)

**Reports to:** National Senior Fundraising Manager

**Based at:** Nationally (home based)

<b>Job Purpose</b>	Work within the Community Fundraising Team to deliver income targets and strategic objectives by creating and developing engaging and inspiring campaigns for our DYOT audience, and delivering our National Tesco Collection, with an aim to increase registrations and maximise income opportunities.
<b>Accountabilities</b>	<ul style="list-style-type: none"> <li>• Ensure our DYOT campaign is delivered in a timely and effective way, with key stakeholders involved throughout.</li> <li>• Provision of excellent stewardship journeys for all our DYOT supporters ensuring it is inspirational and impactful.</li> <li>• Ensure our National Tesco Collection campaign is successfully project managed and delivered within agreed timescales.</li> <li>• Provide all supporters with the tools and resources they need to deliver their fundraising.</li> <li>• Ensure all fundraising activity is safe and compliant.</li> </ul>
<b>Main Responsibilities</b>	<ul style="list-style-type: none"> <li>• Own the DYOT product, from concept to delivery including the marketing, online journeys, stewardship and triaging of high value supporters. Work with key stakeholders to develop engaging marketing campaigns and stewardship journeys.</li> <li>• Lead the planning and operational delivery of the Tesco national cash collection campaign, working with key stakeholders to recruit and engage volunteers, support logistics and provide a stewardship journey .</li> <li>• Project manage our campaigns to generate income, increase supporter engagement and build brand awareness.</li> <li>• Collaborate with the Supporter Care Team to deliver our registration and stewardship journey for our DYOT audiences with a focus on maximising income from existing and new supporters.</li> <li>• Design and develop a stewardship journey that encourages retention of supporters and increases average gift value.</li> <li>• Review and analyse campaigns, using insights to make recommendations and implement learnings.</li> <li>• Understand audience behaviour and develop new products and journeys that will bring support from new audiences, increase income and grow brand awareness.</li> </ul>



	<ul style="list-style-type: none"> <li>• Work to provide an incredible supporter experience which helps them connect to the work of the charity and understand the impact their giving has.</li> <li>• Build strong working relationships across the charity as a whole, to ensure our supporter engagement campaigns are effective and well planned.</li> <li>• Efficiently deliver the required campaign outcomes, working closely with key stakeholders across the charity to ensure the campaigns success.</li> <li>• Report progress against delivery plans and objectives and make recommendations for change and take action to address areas for improvement.</li> <li>• Continually review mechanisms used to pay in monies and look for ways to make this more cost effective.</li> <li>• Take responsibility for managing our stock of promotional items and resources, and continually looking for efficiency saving's</li> <li>• Ensure all fundraising volunteer records are maintained accurately and in a timely manner, including sufficient information to assist in stewardship improvement.</li> <li>• Occasionally work outside of 'office hours', for example attending evening or weekend meetings or events</li> <li>• Ensure regular research across the charity sector to inform on best practice and suggest improvements in ways of working.</li> </ul>
<p><b>Essential Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Minimum 2 years experience in community fundraising</li> <li>• Experience of project management, and managing multiple projects at one time, with the ability to drive forward campaigns to deliver results.</li> <li>• Experience of delivering fundraising products in a charity setting, with a focus on individual fundraisers.</li> <li>• Experience of delivering excellent support experience and developing supporter journeys.</li> <li>• Experience of managing budgets for projects and campaigns.</li> <li>• Able to analyse data in order to draw out marketing and supporter insights for project evaluation.</li> <li>• Experience of leading fundraising marketing campaigns.</li> <li>• Computer literate and good knowledge of Microsoft Office software</li> <li>• Strong and clear verbal and written communication styles.</li> <li>• Able to work independently, and to manage own deadlines and targets.</li> <li>• Experience of developing effective stakeholder relationships internally and externally.</li> <li>• Full UK Driving Licence.</li> <li>• The role will require an appropriate level criminal records checks.</li> </ul>

<p><b>Desirable Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Highly organised and able to manage competing priorities</li> <li>• Experience of managing various payment methods and identifying new and efficient ways for supporters to pay in monies</li> <li>• Knowledge of Gift Aid regulations</li> <li>• Experience in reporting on a monthly basis on objectives and KPI's</li> <li>• Inquisitive, creative and innovative with a desire to grow our portfolio of supporters, products and campaigns.</li> <li>• Good understanding of the Fundraising Regulator Code of Conduct and other relevant codes, regulations and legislation.</li> <li>•</li> </ul>
<p><b>Key Competencies &amp; Behaviours</b></p>	<ul style="list-style-type: none"> <li>• Ability to drive forward recruitment and engagement of new supporters for delivering against business goals and objectives.</li> <li>• Ability to demonstrate a flexible approach; coordinate supporter related work and recruitment activities in variable conditions, with occasional travel.</li> <li>• Ability to remain calm under pressure, deliver against tight timescales, dealing with large volumes of work.</li> <li>• Well organised with the ability to prioritise, be proactive, use initiative and think creatively.</li> <li>• Ability to work independently on own initiative, creating plans, timetables, and structures to organise work effectively, identifying conflicting demands and establishing clear priorities.</li> <li>• Ability to work collaboratively as part of an effective multidisciplinary team with a 'can-do' attitude.</li> <li>• Excellent interpersonal skills, with ability to develop strong relationships, internally and externally.</li> <li>• Ability to succeed when working in a range of environments and working cultures, with a range of personality types, adapting your personal style accordingly.</li> <li>• Respond in an accurate and timely manner, with good attention to detail and the ability to assess and provide advice.</li> <li>• Display a positive, empathetic, patient, polite and friendly manner but robust and direct when necessary.</li> <li>• Confident decision maker to ensure the beneficiary is at the forefront of any strategical decision and able to identify with the range of supporters in the H4H community (internal and external).</li> <li>• Display the highest levels of integrity and commitment.</li> <li>• Good level of stamina and high level of emotional strength. •</li> <li>• An awareness of compliance and an ability to assimilate and apply technical/legal information.</li> <li>• Flexibility required to work outside our operating hours to meet the demands of the role.</li> <li>• Travel required regionally and nationally for events, meetings, and training.</li> <li>• Champion of positive change, committed to professionalism and excellence.</li> <li>• Demonstrates the charity's cultural values on a day to day basis: Innovative / Collaborative /Authentic /Resourceful / Energetic</li> </ul>

