

Job Description

Job Title:	Community Fundraising Manager
Team:	Community and Events
Reports to:	Head of Community an Events

Role Outline:

To work with the Head of Community and Events and other members of the Charity to ensure effective delivery of the Community fundraising strategies and plan, and to lead on specific projects and priorities within the strategy including but not limited to Christmas Jumper Day, PJ Day, In Memory and Schools campaigns, hospital fundraising and new ongoing projects.

The Community Manager will line manage the Community Fundraising Officers, taking responsibility for operational delivery of their fundraising plans and performance management including, 1-2-1 meetings, personal development reviews (PDRs), day-day performance management against KPI's, motivation and objective setting in conjunction with the Head of Community and Events.

Key Competencies:

Financial target delivery consistency	Problem Solving
Leading People	Decision Making
Strategic Thinking	Commercial and Operational Awareness
Stakeholder Relationship Management	Budget Management

Responsibilities / Accountabilities:

Fundraising and Income Generation

- Lead on the development and implementation of fundraising products, key accounts and projects that support net income growth for the Community income stream.
- Assess the suitability of new products and projects for the charity and, when agreed with the senior team, work with colleagues to develop, implement and train their effective use.
- Ensure that the needs and expectations of existing and potential donors are met and exceeded to maximise fundraising income, and to ensure their lifelong support.
- Take responsibility for achieving key priorities within the Community Fundraising business plan, as agreed with the Head of Community and Events.

Community Fundraising Management

- In conjunction with the Head of Community and Events, create a 3-year strategy for Community Fundraising that forecasts income, levels of engagement and takes account of fundraising trends.
- Contribute to establishing achievable targets, milestones and KPIs for fundraisers in line with the business plan.
- Lead all meetings relating to Community fundraising where appropriate and work with the Head of Community and Events and wider charity teams to achieve the organisation goals of growing our income and supporter base and increasing brand awareness.
- Line manage the Community Fundraising Officers, taking responsibility for operational delivery of their fundraising plans.
- Ensure the Community Fundraising team are accurately receipting of donations and gifts received from supporters.
- Be responsible for induction and training when posts become vacant, working with the Head of Community and Events.
- Support the development of excellent relationships with Community colleagues, teams, and key stakeholders, promoting collaborative and successful local fundraising.

Financial, Data and Compliance

- Monitor and feedback regularly on budget performance including variance reporting for the designated group of Community Fundraisers to the Head of Community and Events.
- Report on a regular basis on progress against objectives to Head of Community and Events and keep informed of any critical issues.
- Keep accurate records and be responsible for up-to-date information on the CRM, in compliance with data legislation, including a record of communications and asks made.
- Work within charity policies, procedures and adhering to legal frameworks.
- Work within the Chartered Institute of Fundraisers Code of Practice / guidelines produced by the Fundraising Regulator.

Cross Charity Collaboration

- Build trust, communicate effectively, drive execution, foster innovation, focus on delivery to supporters, collaborate with others, solve problems creatively and demonstrate high integrity.
- Proactively establish and maintain professional and effective working team relationships with all internal and external stakeholders that meet the charity's values.
- Work with the Volunteer Lead and Marketing team to recruit, motivate and mobilise volunteers as and when needed for project.
- Assist in the design of content for local, regional, and national case for support messages and materials.
- Report any potential case studies, images and stories from your contact with supporters to the Marketing team.

Job Description

- Actively promote the Charity's fundraising events and campaigns when out at events.
- To work in conjunction with the Marketing Team to ensure strategic marketing and communication calendars are created to promote community fundraising activity effectively.

Behaviours and Qualities:	Skills and Knowledge:
• Self-awareness when working as part of a team. • Can-do and flexible approach with ability to adapt to changing priorities. • Outcomes focused and target driven. • Open to new ideas and a creative thinker. • Excellent time management. • Passionate about delivering excellent supporter experiences. • Professional, trustworthy and acts with integrity. • Demonstrates the Charity's values in all interactions. • Committed to equality, diversity and inclusion. • Willingness to travel and work occasional evenings and weekends.	• Ability to take responsibility for delivering against objectives and monitor and evaluation. operational and financial plans. • Manage own workload, handling multiple priorities and working independently when required. • Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people using tact and diplomacy. • Able to work as a leader, directing and motivating others. • Sound knowledge of fundraising policies, procedures and legalities. • Experience in events, sales, account management or a similar relationship-based role. • Experience of delivering projects, campaigns or events. • Experience using Microsoft Office and CRM/database systems.

This list is not exhaustive, and additional responsibilities may be assigned which are reasonable to deliver the aims of the Charity

This document will be reviewed periodically and is subject to modifications where appropriate.