

## **JOB DESCRIPTION**

<b>Job Title:</b>	Community Fundraising Manager
<b>Location:</b>	Based primarily at The Fundraising Office within The Lingen Davies Cancer Centre, at the Royal Shrewsbury Hospital. Some travel to our Newtown and Telford offices; this may increase at times due to specific appeals. There is the opportunity to work from home as appropriate.
<b>Reports To:</b>	Chief Executive Officer
<b>Responsible For:</b>	Community Fundraisers
<b>Working Hours:</b>	Full time (37.5 hours) or four days per week (30 hours). Hours usually worked between 8am and 6pm Monday-Friday to meet the needs of the organisation. This role will include regular evening and weekend work (time off in lieu given).

### **Main Purpose of the Role**

To lead and grow the Community Fundraising function of the charity, achieving agreed income targets through engaging new and existing supporters across the region. This includes third party events, individual giving, in memory giving and challenge events, amongst others. There will be a specific focus on building support in Telford & Wrekin in the first instance.

To support our regional fundraising committees and develop new committees in areas not currently covered.

To contribute to our annual events plan and take the lead on development and delivery of specific larger scale fundraising events.

To manage and support the work of the Community Fundraisers, and work closely with colleagues to develop and grow our Lingen Davies community across the region.

### **Key Tasks**

- Be a key point of contact for external fundraisers, ensuring excellent supporter care and stewardship.
- To oversee and support fundraising committees, ensuring their effectiveness and responsibility. Work with Community Fundraisers to establish new fundraising committees and foster their growth.

- Ensure the Community Fundraisers are empowered to support a full programme of third-party events to increase number of supporters involved with the charity. Provide direct support to third party events where appropriate.
- To be responsible for delivering own fundraising income targets (as agreed with CEO), as well as undertaking work as needed to support the fundraising team to meet agreed overall charity financial income.
- To expand our network of community supporters, with particular focus on areas of the region where support is limited.
- To establish an In Memory Giving programme for supporters ensuring a robust supporter journey.
- To play a key role in the development and delivery of our in-house annual events programme, taking the lead on specific events as agreed with the CEO.
- To ensure high standards in volunteer support and management in our fundraising activities. To work with colleagues to ensure consistency of support for volunteers across the charity.
- To attend community events and networking opportunities, able to act as the face of the charity, including delivery of presentations as needed, and to raise the charity profile across the region.
- To liaise with Communications colleagues to generate press and social media coverage, with news and updates from across the region.
- To work with the Operations team to develop use of CRM system and undertake/apply data analysis to support delivery of role.
- To input, manage and maintain information on the CRM database, to ensure high quality stewardship and the growth of future fundraising activities.
- To work closely with colleagues to maximise opportunities for sponsorship and other opportunities.
- To sensitively and confidently communicate with patients, bereaved relatives, and other members of the public.
- To be aware of and adhere to the Institute of Fundraising Codes of Practice
- To provide line management to the Community Fundraisers and be an active part of the Lingen Davies management team.

### **Key relationships**

- The post-holder will report to the CEO

- The post-holder will hold line management responsibilities for the Community Fundraisers
- You will work routinely with colleagues across the charity.
- You will be the key point of contact for a number of external stakeholders.

## **Person Specification**

### **Education**

- Educated to A Level/NVQ Level 3 standard or be able to demonstrate equivalent professional experience.
- A qualification in fundraising is desirable.

### **Knowledge, Skills and Experience**

- Experience of fundraising, business development, building a client base or growing a service
- Experience of building strong working relationships and communicating with people from across the social spectrum
- Experience of supervising, managing and/or motivating staff and/or volunteers
- Experience of working within clearly defined budgets and towards ambitious income targets
- Confident in encouraging others to participate in fundraising activities
- Experience of networking, including being confident to op/en new conversations, ask open questions, and with strong listening skills
- Able to deliver compelling presentations, and confident in public speaking
- Ability to work at times without direct supervision, managing multiple priorities
- Confident with use of computer systems, including, ideally, experience of using a CRM database or similar.

### **Values and Personal Attributes**

- Friendly, warm positive and professional
- Strong listening skills.
- Able to take direction as well as work on own initiative, and think on your feet
- A team player, with a willingness to support colleagues and be adaptable
- Enthusiastic and resilient, with a passion to deliver
- A clear understanding of, and appreciation for, the value of the charity sector in society
- A genuine desire to make a positive difference to lives affected by cancer in Shropshire, Telford & Wrekin, and Mid Wales

- A willingness to working within the Lingen Davies Values:
  - Ambitious and Committed
  - Honest and Resourceful
  - Experienced and Progressive
  - Friendly and Supportive
  - Proud to be part of our amazing community

It is also important that the post holder has:

- Full, clean driving licence with access to a vehicle insured for business use.
- Flexibility to work outside of office hours, both at weekends and during the evenings, on a regular basis. Time off in lieu of additional hours worked will be given.

For an informal conversation about the role please contact Naomi Atkin, CEO, on [naomi.atkin@lingendavies.co.uk](mailto:naomi.atkin@lingendavies.co.uk) or 01743 492396