

# PHYLLIS TUCKWELL

## JOB DESCRIPTION

- POST:** Community Fundraising Manager (Maternity cover)
- Responsible to:** Head of Fundraising (Community, Corporate & Events)
- Responsible for:** Lead Community Fundraiser, Community Fundraisers
- Job Purpose:** Responsible for delivering and implementing the Community Fundraising strategy, leading a team of community fundraisers to deliver agreed fundraising targets through proactive campaigns and effective management, support and cultivation of existing and new supporters.
- To provide line management to the Community Fundraising team.
- To seek out and maximise the potential for Community Fundraising throughout the period of the Capital Appeal.

## RESPONSIBILITIES

1. PROFESSIONAL:
  - 1.1 Responsible for managing Community Fundraising at Phyllis Tuckwell, ensuring community fundraising targets are met and delivered within budget.
  - 1.2 Target and seek out new partnerships with individuals and groups across the local community, engaging with a wide variety of audiences from schools to churches, golf clubs to community groups to develop a robust pipeline of support.
  - 1.3 Lead on the Capital Appeal focus for the Community Fundraising team, proactively seek out opportunities for supporters/groups to engage with this unique opportunity to raise awareness and maximise income. Delegate Capital Appeal fundraising responsibilities to the Community Fundraising team as required.
  - 1.4 Responsible for overseeing the Community Fundraising team's management of relationships with those choosing to raise money in aid of the PT. Ensure those supporting PT have a consistent point of contact, are fully supported and they reach their maximum fundraising potential. Ensure the team are working within the Fundraising Standards and best practice and they are upholding the PT messages

and reputation whilst managing expectations of the community regarding the level of support and endorsement the Hospice can provide.

- 1.5 Be proactive in seeking out speaking engagements to raise awareness of the organisation and the profile of the current Capital Appeal.
- 1.6 Ensure the Community Fundraising team are effectively managing the fundraising Volunteers/Ambassadors and the Phyllis Tuckwell Support Group/Friends network.
- 1.7 Use all available methods of communication as appropriate, including face to face communication wherever possible, to build long term relationships with the community.
- 1.8 Build close relationships with Phyllis Tuckwell Shops across the whole catchment area and work closely with other PT departments to share knowledge and contacts so cross discipline activities can complement each other.
- 1.9 Working with the Marketing & Communications Department and other team members to design and produce community fundraising materials as required. Ensure consistency of Fundraising Standards and brand messages in all activities.
- 1.10 Ensure that the Community Fundraisers are effectively managing the Cash Collection process for PT to include Pennies from Heaven Collection Tin/Counter top sales, Street Collections and Home Money Boxes.
- 1.11 Build effective working relationships across the wider Fundraising Team, passing and receiving contacts from corporate, events and individual giving teams.
- 1.12 Promote, support and attend community led and PT led events as required and actively encourage the community to partake and support events organised by PT.
- 1.13 To be a representative for PT out in the community, attending meetings, forums and other outside events as necessary and ensure your actions and attitudes displayed reflect the professional and high reputations of PT at all times.
- 1.14 Monitor and maintain key systems and processes: including Raiser's Edge (RE) database, expenditure and third-party fundraising platforms in line with PT protocol. Ensure Community Fundraising team are updating supporter/event details accurately and efficiently on RE database.
- 1.15 To research and keep up to date with best practise in community fundraising from other charities. Provide regular feedback to Head of Fundraising on competitor activity and where possible benchmark the performance of Phyllis Tuckwell against others.
- 1.16 Conduct appraisals and set objectives for team in line with PT timescales and procedures.

- 1.17 To assist with the setting of budgets and business planning for the community fundraising function, providing when required reports on the performance of the community fundraising initiatives when required.
- 1.18 This role involves out of hours working and a willingness to work flexibly is required.

## 2. TRAINING AND DEVELOPMENT

### a) Team

- 2.1 To share best practice with colleagues, especially in relation to new approaches to work.
- 2.2 To contribute to the effective development of the team, providing personal support where needed and identifying Training and Development opportunities.
- 2.3 To actively contribute and suggest on how improvements could be made to improve the work load if necessary.
- 2.4 To provide continuity of service in respect of colleagues being on annual leave, sick leave etc.

### b) Personal

- 2.5 To actively look for new opportunities and areas for self-development using the PT annual performance review system to ensure skills are kept relevant and up to date.
- 2.6 To develop effective relationships with colleagues and be aware of personal style.

## 3. RESEARCH

- 3.1 To actively contribute to, and take part in, any quality measuring systems that the Hospice may put in place with regard to the area of your expertise.
- 3.2 To be aware of the need to ensure that all policies and procedures relating to the fundraising area are up to date and relevant.
- 3.3 To keep abreast of Charity Law and the Fundraising Regulator Code of Practice to ensure PT are fundraising within the community in a professional, ethical and responsible way, in line with the rules, regulations and best practice.

#### 4. **SAFEGUARDING, EQUALITY, DIVERSITY AND INCLUSION**

Role holders are required to understand their responsibilities in the safeguarding context, ensuring that Phyllis Tuckwell reduces the risk of harm or abuse of adults and children at risk.

You are required to:

- adhere to Phyllis Tuckwell's Safeguarding Policy (held on the NEST), which supports the local authority's multi agency safeguarding policy, the law (Care Act 2014) and Mental Capacity Act 2005 (including Deprivation of Liberty Safeguards).
- inform the appropriate PT professional where there is concern that an adult or child may be at risk of harm, abuse, or neglect.

Phyllis Tuckwell is committed to an Equal Opportunities approach, valuing, and respecting everyone as individuals, with diverse opinions, cultures, lifestyles, and circumstances.

This job description is underpinned by Phyllis Tuckwell's philosophy, culture, and core values, which actively embrace diversity and inclusion and promotes total team spirit.

This job description applies for the duration of the Maternity Leave cover of the Community Fundraising Manager role.

## PERSON SPECIFICATION

Competency Required	Required/ Desirable	How assessed
<p><u>Knowledge and Skills</u></p> <ul style="list-style-type: none"> <li>• Experience in Community fundraising management, including best practice, with proven track record.</li> <li>• Proven experience of managing a team to deliver results.</li> <li>• Proven ability to plan &amp; delegate tasks appropriately.</li> <li>• Creating a strategy &amp; implementation plan.</li> <li>• Ability to identify needs of PT, provide the relevant level of support whilst managing expectations.</li> <li>• Experience of fundraising during a capital/large appeal.</li> <li>• Member of Institute of Fundraising and completion of the Certificate in Fundraising or equivalent qualification desirable.</li> <li>• Knowledge of Phyllis Tuckwell, Hospice Care catchment area.</li> <li>• Experience of managing budgets and targets.</li> <li>• Confidence in public speaking and presentations.</li> <li>• Proven experience of working with/coordinating/managing supporters, customers or volunteers to produce results.</li> <li>• Proactive approach and demonstrates initiative.</li> <li>• Excellent verbal and written communication skills with a range of audiences.</li> <li>• Ability to generate and develop own ideas creatively.</li> <li>• Car driver with full valid driving licence and access to a car.</li> </ul>	<p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p>	<p>Application, interview, presentation, references</p> <p>Application, interview</p> <p>Application, interview</p> <p>Application, interview</p> <p>Application, interview</p> <p>Application, interview</p> <p>Application, interview</p> <p>Application</p> <p>Application, interview</p> <p>Application, interview</p> <p>Application, interview, presentation</p> <p>Application, interview,</p> <p>Application, interview</p> <p>Application, interview, presentation, references.</p> <p>Application, interview,</p> <p>Application</p>

<p><u>Team Working</u></p> <ul style="list-style-type: none"> <li>• Develop effective working relationships with supporters and colleagues to create a sense of team spirit.</li> <li>• Ability to manage own workload to meet tight team deadlines and requirements.</li> <li>• Ability to work flexibly in relation to workload and able to work under pressure and deal with interruptions.</li> </ul>	<p>Required</p> <p>Required</p> <p>Required</p>	<p>Application, interview</p> <p>Application, interview</p> <p>Application, interview</p>
<p><u>Quality of service/work</u></p> <ul style="list-style-type: none"> <li>• Ability to consistently produce high quality work, prioritise and multitask.</li> <li>• Ability to work outside of office hours as required at evenings and weekends.</li> <li>• Moving and handling of event equipment.</li> <li>• Conscientious and results driven.</li> <li>• Ability to understand and demonstrate an appreciation for the values of Phyllis Tuckwell.</li> <li>• Smart personal appearance</li> </ul>	<p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p>	<p>Application, interview</p> <p>Application, interview, references</p> <p>Application</p> <p>Application, interview</p> <p>Application, interview</p> <p>Interview</p>
<p><u>Using information and systems</u></p> <ul style="list-style-type: none"> <li>• Ability to use Microsoft Office and Excel and Outlook essential.</li> <li>• Previous experience of working with databases (ideally Raisers Edge). Training will be provided.</li> <li>• Ability to use internet and web-based mail packages and knowledge of social media platforms desirable.</li> <li>• Experience of using online giving websites desirable.</li> <li>• Logical paper and electronic filing skills.</li> </ul>	<p>Required</p> <p>Required</p> <p>Required</p> <p>Desirable</p> <p>Required</p>	<p>Application</p> <p>Application</p> <p>Application, interview</p> <p>Application</p> <p>Application</p>

