Bowel Cancer UK
Beating bowel cancer together

Job description

# Community Fundraising Officer

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| **Reporting to:** | Community Fundraising Manager |
| **Staff responsibility:** | N/A |
| **Salary:** | £28,804 starting per annum plus £2000 London weighting if applicable (home address within M25 perimeter/regardless of how often travel is required into the office).<br><br>We offer a competitive package and are open to discussing compensation based on experience.<br><br>Contributory pension scheme and benefits package. |
| **Location:** | London hybrid – ideally one day a month in the London office |
| **Enrolment Type:** | Permanent |
| **Holiday entitlement:** | 27 days, plus three discretionary days between Christmas and New Year and statutory holidays. |
| **Terms and conditions:** | Full time/35 hours a week.<br><br>The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy. |

## About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have employees working across four nations in England, Wales, Scotland and Northern Ireland.

Thanks to the generosity of our community, we're in a privileged position to be able to deliver our ambitious new strategy, *On a Mission*. There are huge challenges facing bowel cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a world where nobody dies of bowel cancer.

## Job summary

We're seeking an experienced Community Fundraising Officer to work on developing and delivering our UK wide portfolio of community fundraising initiatives and products. This role sits in the Community Fundraising team within the Mass Supporter Giving department, with community fundraising generating in excess of £1.4 million of income each year. You'll be genuinely excited to work in community fundraising, in an environment that has our bowel cancer community at the heart of everything we do.

The Community Fundraising Officer role will help develop and deliver key areas of our work, such as Do-It-Yourself, Own Place Run fundraising, Celebration and In-Memory fundraising and support knitting and Christmas community products – among many others.

We're looking for someone who loves building relationships, enjoys creating engaging communications, has excellent attention to detail and loves working as part of a busy and thriving team. You'll work with the Senior Community Fundraising Officer on analysing data and using insight to make changes to improve ways of working and retaining supporters.

The role is managed by the Community Fundraising Manager and other key relationships are the wider Mass Supporter Giving team, Marketing and Communications, Data and IT, Finance teams and external agency partners.

## Main responsibilities

### Project development

- Support in planning, delivering and evaluating a wide range of fundraising events covering Do-It-Yourself, Own Place Runs, Celebration and In-Memory fundraising, and supporting community products such as knitting and Christmas
- Regularly report on agreed KPIs – flagging areas of opportunities and risks to the Senior Community Fundraising Officer and Community Fundraising Manager.
- Scope opportunities to build more personalised relationships with key supporters, organisations and volunteers, to deepen engagement and loyalty in order to maximise income and life-time value.
- Work with the Senior Community Fundraising Officer, internal digital team and external digital agency to plan, review and develop a wide range of digital community fundraising products to engage a range of audiences. This includes testing, learning and evaluating to bring new supporters into the charity and diversifying the community event portfolio
- Work with the Community Fundraising Manager to monitor projects, producing appropriate evaluation reports and ensuring income targets and KPI's are being met
- Support the digital and communications team in marketing and promotion opportunities, to drive awareness of identified projects

### Supporter care and stewardship

- Build and maintain relationships with community fundraisers, ensuring they are assigned appropriate supporter journeys, receive an outstanding supporter experience and guidance to maximise income.
- Ensure that supporters are kept warm, engaged and understand the impact of their support post initial interaction to help ensure repeat giving and maximise long term income impact.

- Ensure that supporters are communicated with regularly, through email, telephone conversations and face to face meetings when appropriate. Some occasional travel to meet key supporters will be expected.
- Drive supporter engagement through building relationships and encouraging sharing of stories for social media activity
- Develop opportunities for lifetime supporter retention through cross team working

## Other duties

- Ensure that the use of CRM is effective, accurate and consistent
- Ensure that all fundraising activity on behalf of Bowel Cancer UK is compliant with fundraising law and follows the new Fundraising Regulator's code of fundraising practice
- Undertaking any other duties required by the Senior Community Fundraising Officer, the Community Fundraising Manager, and wider mass supporter giving team
- Representing Bowel Cancer UK at fundraising events, attending as required. Occasional overnight stays may be required

## Person specification

### Qualifications and experience

- Experience in fundraising, ideally in community fundraising, or relevant and transferrable skills
- Experience of planning and delivering supporter care and stewardship plans
- Experience supporting the delivery of projects, working with project plans, deadlines and key objectives.
- Experience in using fundraising platforms e.g., JustGiving, Run for Charity, Enthuse, Givestar, GoFundMe
- Experience of working to agreed KPIs and ways of reporting

### Knowledge, skills and abilities

- Ability to work under pressure, manage time effectively and prioritise workload
- Excellent attention to detail and methodical approach to administrative tasks and data handling

- Good working knowledge of databases (ideally NXT/Raisers Edge) and Microsoft packages including Outlook, Excel, and Word
- Good digital skills and the ability to learn new systems quickly
- Good verbal, written and presentation skills with the ability to communicate effectively to different audiences
- Ability to work collaboratively with colleagues from across the charity and contribute ideas to team planning and discussions

**Personal qualities**

- Ability to motivate fundraisers in their support of the charity.
- A passion for community fundraising
- Self-sufficient and happy to initiate, implement and complete tasks with minimal supervision
- Understanding of and commitment to the values, aims and objectives of the charity
- A commitment to equal opportunities and anti-discriminatory practice

## Working with volunteers

Work collaboratively with volunteers to support the delivery of charity projects and activities

- Understand the valuable role volunteers and those with lived experience make to our cause
- Help create a positive and inclusive environment for our volunteers whilst encouraging a positive volunteering culture and ethos within the charity

## Safeguarding:

Safeguarding is everyone's responsibility and at Bowel Cancer UK we are committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.

# Our Values at Bowel Cancer UK:

We live by five core values that guide everything we do. They're not just words—they shape our culture, our decisions, and the way we support our community.

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## Caring – Patient and Community Focused

**We put people first**

- We listen and respond to the needs of patients and families
- We make a positive, lasting difference to lives
- We work with compassion and empathy every day

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## Ambitious – Determined to Make Change

**We aim high because lives depend on it**

- We set bold goals and strive to exceed then
- We embrace challenges and find innovative solutions
- We never stop learning and growing

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## Supportive – Compassionate and Human

**We care about each other and our community**

- We treat everyone with respect and kindness
- We create an environment where people feel valued and included
- We celebrate teamwork and collaboration

## Expert – Evidence-Based and Trusted

**We lead with knowledge and integrity**

- We base our work on research and best practice
- We stay ahead of developments in bowel cancer care
- We share expertise to empower others

## Open – Welcoming and Inclusive

**We believe diversity makes us stronger**

- We welcome different perspectives and ideas
- We ensure fairness and transparency in all we do
- We create a space where everyone can be their authentic self