

RUTH STRAUSS FOUNDATION

JOB DESCRIPTION

Job Title: Community Fundraising Manager
Salary: £38,000 - £40,000
Responsible to: Head of Partnerships, Ruth Strauss Foundation
Accountable to: Board of the Ruth Strauss Foundation
Hours per week: Monday-Friday 9.00am - 5.00pm
Location: Hybrid: minimum 2 days a week in London office

About the Ruth Strauss Foundation

In early 2018, Ruth Strauss, the wife of Sir Andrew Strauss the former England cricket captain, was diagnosed with an incurable lung cancer that affects non-smokers. Ruth died on December 29th 2018; she was 46 years old and mother to two children, then aged 10 and 13.

In her memory, Sir Andrew has launched The Ruth Strauss Foundation to:

- Provide professional emotional support for families when a child is facing the death of a parent
- Facilitate collaboration and influence research in the fight against non-smoking lung cancers

OUR SPIRIT *We Are*



Compassionate

With dedication & understanding we strive to improve the lives of those affected by cancer.



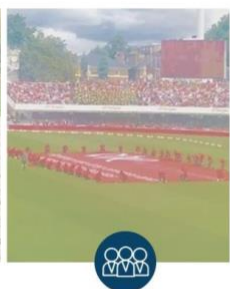
Pioneering

We are unafraid to think and respond differently. Our aspiration is to pioneer change.



Spirited

We carry Ruth's spirit in delivering our mission: with determination, grace & laughter.



Professional

We take pride in our approach; it's the little extras that make the difference.



Family First

Without compromise, family is at our heart - together we can make a difference.



The Role

We are recruiting for a Community Fundraising Manager to join our Fundraising team. The role will be instrumental in the Foundation's engagement with different communities and building fundraising partnerships across a range of community audiences, including youth and education, sports clubs, community groups and individuals doing their own activities. You will be responsible for growing our existing community products such as Turn Cricket Red as well as introducing new products and initiatives to generate growth in Community Fundraising. Part of a small team, you will develop key relationships within the RSF network of supporters, suppliers and delivery partners and manage a portfolio of events and activities for a range of supporter groups.

Key Relationships:

- Head of Fundraising
- Head of Partnerships
- Supporter Care Executive
- Schools Lead/Schools Manager
- Cricket clubs
- Schools/universities
- Community groups
- RSF individual supporters

Role Profile:

Reporting to the Head of Partnerships, your role will focus on:

1. Managing and growing the Ruth Strauss Foundation Turn Cricket Red Campaign, working with schools, sports clubs and Universities.
2. Creation of new RSF owned community fundraising events/activities/products.
3. Managing RSF third party events-London Marathon, Westminster Mile, professional athlete testimonials, galas and dinners.
4. Work closely with the Ruth Strauss Foundation School Programme Lead to maximise schools community fundraising.

Key Responsibilities:

- Develop and deliver the Foundations community fundraising strategy and community fundraising activities and campaigns
- Develop and implement a varied portfolio of events and community fundraising activities to meet agreed objectives, all of which reflect the spirit of the Ruth Strauss Foundation

- Ensure, with the wider Fundraising team, we meaningfully engage different communities with RSF
- Ensure relevant processes and policies are in place to deliver a successful, profitable community fundraising programme
- Oversee the management of fundraising systems, processes, and platforms in order to create the best possible experience for donors and participants
- Develop a robust supporter journey for community fundraisers which leaves them with an excellent supporter experience and generates a lifelong relationship with RSF

To achieve these objectives the post holder will be expected to:

- Plan, budget, attend and coordinate an annual community fundraising and events calendar with set objectives, budgets and KPIs for each activity.
- Regularly review the performance of fundraising activities/events and products, make recommendations for improvement, and support decision-making regarding fit of new opportunities for the foundation.
- Project Manage the delivery of the community fundraising programme at RSF, leading on activity working group meetings, coordinating with key stakeholders to ensure campaigns, activities and events are managed efficiently
- Work closely with the schools lead and school manager to grow our schools fundraising programme - working collaboratively so the training programme objectives are also met
- Develop a long-term growth strategy for Turn Cricket Red - focused on maximising current opportunities as well as diversifying to increase our reach
- Deliver high value supporter stewardship to increase lifetime value and impact of their fundraising.
- Build and maintain a variety of community relationships across varying stakeholders and seniority, ensuring opportunities for growth are maximised.
- Alongside the team, co-ordinate event/activity logistics including but not limited to sales, bookings and liaison with supporters and suppliers, material production, promotion, set up, and delivery.
- Oversee relationship with key providers of event fundraising mechanisms such as online donation platforms, auction platforms and text to donate services.
- Work with colleagues to ensure all events are adequately supported with staff, volunteers and hosts, and that all stakeholders receive appropriate training/ briefing and post event debriefs.
- Work with the Head of MarComms and Digital to produce engaging fundraising collateral and information for event and community supporters including pre and post event communications/marketing collateral, working with external production companies where required
- Ensure all events and activities are compliant with fundraising code of conduct, GDPR and other event processes/policies
- Oversee the use of the CRM system to ensure data is recorded in compliance to Data Protection and GDPR and maximises output for supporter journeys
- Use sector trends and audience analysis to direct strategy and ensure that RSF remains innovative and at the forefront of Community fundraising

This Job Description reflects the duties of the post as they exist at this time and may be subject to changed based on the needs of the Fundraising Department. The post-holder may be required to undertake other duties commensurate with the salary and competence requirements of this post from time to time as required.

What we are looking for:

- Experience of designing and delivering successful Community fundraising events and activities
- Excellent organisational and administrative skills including budget and project management
- Ability to build excellent relationships especially with supporters, partners, ambassadors and suppliers
- Strong team player and project leadership, ensuring clear and regular communication with the RSF team and stakeholders as appropriate
- Ability to keep calm under pressure and maintain a clear head, anticipating risks and problems
- A willingness to adapt and be flexible. There are often new projects, changing priorities, and new processes that you will need to embrace
- Ability to undertake travel, including overnight stays where necessary
- Competent user of Word, Excel, PowerPoint, and experience of CRM systems

Desirable

- Experience delivering nationwide community campaigns
- Competent user of client / supporter databases

How to apply:

We are committed to being an inclusive workforce that fully represents many different cultures, backgrounds and viewpoints. We welcome applications that help us in our mission to be a place where you can be yourself and thrive.

Please send your CV and a covering letter that is no longer than 2 sides of A4 to recruitment@ruthstraussfoundation.com

Interviews will be planned as applications come in. Application process may close early.

If you have any queries on this role, please contact: recruitment@ruthstraussfoundation.com
We take your privacy very seriously and promise to keep your details safe. Check our Applicant [Privacy Policy](#) to find out more.