

Job description			
Job Title	Community Engagement Officer (South)	Department	Marketing and Income Generation
Reports to Manager	Interim Senior Corporate Partnerships and Community Manager	Job Band	4 – Professional
Date	May 2024	Pay range	c. £30,000
Location	Homebased covering the Southern region with regular travel.	Hours	Full time – 37.5 hours per week. Additional weekend and unsocial hours as necessary, to assist with the charity’s activities e.g., fundraising events, demonstrations etc. (time off in lieu or overtime available).

Purpose: You will play a vital role in raising awareness of Canine Partners and maximising income from diverse community sources. A proactive approach is key to showcasing our work and charitable goals. You will focus on both stewarding existing relationships and cultivating new ones, ensuring an exceptional donor experience throughout.

Dimensions	Organisational behaviours and values
<p>Responsible for the effective implementation of the Community Engagement Strategy.</p> <p>Direct reports: None. Indirect reports: None. Income: £260k per annum. Expenditure: c. £10k per annum (indirect). Internal stakeholders: All staff, volunteers, and partnerships. External stakeholders: Supporters, volunteers, other charities, general public, organisations (businesses and community).</p>	<ul style="list-style-type: none"> ❖ Excellence – we aim for the highest standards and continuous improvements. ❖ Respect – we aim to treat others how we would like to be treated. ❖ Passion – we put nothing less than 100 percent into everything we do. ❖ Teamwork – we support each other through triumphs and challenges. ❖ The personal touch – people are importance to us; we seek to provide flexibility and tailor-made services. ❖ Innovation – we adapt and embrace change. We try new things and welcome new ideas.

Performance measures	
<ul style="list-style-type: none"> ❖ Achieve the community income target for the region. ❖ Increase the number of fundraising volunteers/community groups across the region. ❖ Secure Charity of the Year partnerships across the region. ❖ Increase engagement with individuals, organisations, shopping centres, schools, and small businesses. 	<ul style="list-style-type: none"> ❖ Develop and grow our speakers’ network. ❖ Regular positive feedback from fundraising volunteers and supporters. ❖ Increase participation in and income from our challenge events programme. ❖ Raise awareness of our fundraising guide and packs to drive new supporters and grow income. ❖ Demonstrate our behaviours and values, at all times.

Responsibilities

Volunteer Recruitment and management

- ❖ Recruit new volunteers and create volunteer community groups for fundraising activities in the South, setting key objectives and KPIs to meet community fundraising targets.
- ❖ Re-engage with existing volunteer and volunteer community groups in the South, establishing objectives and KPIs to meeting community fundraising targets.
- ❖ Manage all community-based volunteers as well as being the main point of contact for community volunteering groups in the South.
- ❖ Encourage all volunteers to assist with community fundraising events being run under the direction of the Community Engagement Officer as well as undertake their own fundraising activities.

Community Fundraising Events

- ❖ Manage all fundraising events in the South, ensuring that all event costs are within the community budget, with income targets exceeded and key KPIs and objectives for the events being met.
- ❖ Undertake major event optimisation of the key Southern Canine Partners' owned events of Canary Wharf Fundraising Awareness Day, Arundel and London Carol Services, maximising the impact of these large events, both in terms of visibility and income.
- ❖ Create and develop an annual plan of community-based fundraising events in the South, ensuring that all events are appropriately costed, resourced, with predicated income being highlighted to the senior management team before commencement.
- ❖ Develop and maintain excellent standards of supporter care and stewardship across fundraisers and volunteers.
- ❖ Be responsible for all fundraising equipment, ensuring its safe transport from the south equipment lockup to the relevant event site. You will be responsible for its proper setup and breakdown.
- ❖ Manage and utilise van hire for the transportation of equipment to community fundraising events, ensuring that all costs are within budget.
- ❖ Ensure the health and safety of participants and volunteers at Canine Partners' fundraising events and activities, drafting risk assessments.

Charity of the Year Partnerships

- ❖ In collaboration with the community admin support, research and develop a new cold acquisition plan to approach new contacts at Women's Institutes, Golf Clubs, Masonic Lodges and Schools.
- ❖ Prioritise to obtain COTY partnerships and develop relationships with new contacts to maximise support.
- ❖ Provide regular support and advice to individuals, organisations, and schools wishing to raise funds for Canine Partners.
- ❖ Write compelling funding applications and attend talks and presentations with ambassador dog demonstrations to secure and increase support for Canine Partners.
- ❖ Develop plans for Ambassador Dog attendance in collaboration with the Ambassador Dogs team.
- ❖ Proactively network and influence external partners, stakeholders, and decision makers by acting as an ambassador for Canine Partners.

Community Fundraising Strategy

- ❖ Implement and develop the Community Fundraising Strategy ensuring that all key objectives and aims are being met within all community-based activities that you are responsible for.
- ❖ Create and develop sub-strategies under the general overall community strategy to maximise community fundraising income.
- ❖ Research, plan, and implement new fundraising initiatives to grow the awareness of and income for Canine Partners in the Southern region.

General

- ❖ Perform any other reasonable task as required by Canine Partners.
- ❖ Audit Collection Boxes in the Southern region and implement plans to increase income through promotion in local areas.
- ❖ Develop and maintain good working relationships and liaison with staff and volunteers.

Challenge Events

- ❗ In collaboration with the Community Engagement Officer (North), manage and increase engagement with the Run for Charity Platform and Ultra Challenge Series.
 - ❗ Collaborate with the Interim Senior Corporate Partnerships and Community Manager to explore opportunities for current Corporate Partners employees to participate in Canine Partners' challenge events.
 - ❗ Develop strategies to recruit and support participants for our challenges event programme.
 - ❗ Identify and develop Virtual Challenge Events opportunities.
- ❗ Be aware of and comply with all relevant Canine Partner policies and procedures including those relating to health and safety, fire safety, data protection, IT and standing financial instructions.
 - ❗ Actively participate in the staff performance management programme and be committed to training and development in line with the charity's aims and objectives.
 - ❗ Be responsible and accountable for the delivery of agreed budgetary objectives within agreed timescales.
 - ❗ Act as an ambassador for the fundraising team in the Southern region.
 - ❗ Keep up to date with legislative developments relating to the fundraising sector, advising colleagues as appropriate.
 - ❗ Ensure fundraisers and volunteers are following policies and procedures set by Canine Partners and the Fundraising Regulator.
 - ❗ Maintain personal and professional development to meet the changing demands of the role.
 - ❗ Support the development of new fundraising campaigns and initiatives.
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Role specific knowledge and skills

Essential

- ❖ Proven experience of effectively managing relationships with volunteers, supporters, and/or external stakeholders/audiences.
- ❖ Experience of planning and running community fundraising events with the ability to create and support the development of new community fundraising campaigns and initiatives.
- ❖ Ability to develop and implement community strategic plans.
- ❖ Ability to manage a varied workload and take initiative to prioritise.
- ❖ Excellent organisational and time management skills.
- ❖ Excellent communication, interpersonal and public speaking skills with the ability to engage and inspire a wide range of audiences.
- ❖ Experience of creating, forecasting, and monitoring budgets to deliver against income and expenditure targets.
- ❖ The ability to write reports and evaluations using data.
- ❖ Proficient in the use of all Microsoft Office applications.
- ❖ The ability to maintain and record information on a charity database.
- ❖ A full UK driving licence and ability to travel in line with the requirements for the role.
- ❖ Adaptable and responsive to the needs of a small team.
- ❖ Passion for the vision and mission of the charity.

Desirable

- ❖ Demonstrable experience in community fundraising or events management.
- ❖ A successful track record of securing and maintaining income and support from community-based organisations.
- ❖ Proven experience/success in raising income and support from a diverse range of funding streams.
- ❖ An up-to-date knowledge of charity legislation and government initiatives relating to the non-profit making sector and work to the Fundraising Regulator's "Code of Practice" and General Data Protection Regulations.
- ❖ Knowledge of current fundraising climate – challenges and opportunities.
- ❖ Experience of using Salesforce (database software).
- ❖ Experience of supervising or line managing.
- ❖ Experience of working within the charity sector.
- ❖ Understanding of the challenges faced by disabled people.

Approved by: Director of Marketing and Income Generation

Date: June 2024