

Job Profile and Person Specification

Job Title:	Community & Events Fundraising Manager
Reports to:	Senior Public Fundraising Manager
Department:	Fundraising & Communications
Salary:	£35,000 - £40,000 (pro rata)
Hours	37.5 Monday to Friday with some evening and weekend work required
Job Type	Temporary – maternity cover (up to one year)

Community & Events Fundraising Manager

Job Summary

With thousands of staff caring for patients around the clock, St George's University Hospitals NHS Foundation Trust is one of the country's largest teaching hospitals, treating more than 500,000 patients every year and has an international reputation for quality of care and cutting-edge treatment.

St George's Hospital Charity supports this work, by enhancing the physical environment of the hospitals for patients, staff, and visitors. We fund research and state-of-the-art equipment. Through fundraising the Charity is able to fund projects which touch the lives of the thousands of people cared for by the hospitals and local community services each year. Supporting hospital staff, through training and development.

Line Management Responsibility: Yes

Budgetary Responsibility: Yes

The Events and Community Fundraising Manager and their team will play a crucial role in delivering fundraising growth through developing a portfolio of supporter-led events and community fundraising activities and providing excellent supporter care to existing and future supporters in order to achieve income goals.

We are looking for an experienced and ambitious individual to shape, develop, implement, and deliver core events and community activities through leadership of this function. Critical to your success will be your positive and pro-active approach and your communication skills and strategic thinking capability.

You will lead on the planning, development and implementation of an effective Events and Community Fundraising programme to meet objectives and income targets.

you will manage the Community Fundraising Officer and Challenge Events Officer and report to the Senior Public Fundraising Manager to ensure all activity is co-ordinated and opportunities are maximised to deliver high quality supporter care and compliance with fundraising best practice.

You will need to have significant experience of working in an events and community fundraising charity environment. A background of working within a supporter-facing role is essential, as is sound knowledge of charity legislation and best practice.

Main duties and responsibilities

1. Planning and prioritising

- Develop and implement the Events and Community Fundraising Strategy in line with the targets and budgets set out in the annual business plan and fundraising strategy.
- To lead on the day-to-day management of the events and community plan in order to increase net income and supporter numbers

2. Fundraising Development

- Develop and deliver a number of projects, initiatives, and activities to generate income from Community sources including schools, faith groups, local corporates, and individual fundraisers
- Work closely with fundraising colleagues to ensure a collaborative approach to delivery of business plans
- Attend events and activities to promote the work of the charity where needed
- Supported by the Senior Public Fundraising Manager, develop new community fundraising 'products' to expand income growth in a sustainable way

3. Financial management

- To prepare, monitor and manage income and expenditure budgets relating to the events and community fundraising programme ensuring that work is carried out within budget and on time, providing regular management information and analysis
- To provide robust analysis and detailed commentary and lead KPIs for monthly management account reporting
- To ensure that gift aid is maximised where possible

4. Monitoring and evaluation

- To ensure that all fundraising activities are evaluated to ensure that income, expenditure, and ROI targets are met, and results are clearly communicated
- To set up and closely monitor key performance indicators in response to the annual plan and strategy

5. Delivering results

- To create and develop a portfolio of fundraising events to target audiences that will enable St George's Hospital Charity to maximise net income
- To oversee the delivery of the Events and Community Fundraising programme effectively and efficiently to meet targets within budget and defined timescales.

6. People and relationships

- To manage, motivate and develop direct reports including setting objectives, holding regular one to ones and providing feedback on performance
- To manage all office and events-based Volunteers including maintaining a volunteer database, continuously reviewing volunteer roles and responsibilities, gathering volunteer feedback, holding regular one to ones with long-term office volunteers.
- To work closely across the charity and the hospitals to build on and deliver the events and community fundraising programme
- To build strong working relationships with fundraising supporters, providing regular feedback and excellent customer service.
- Support, motivate and develop fundraising volunteers, ensuring they have a clear understanding of the charity and its purpose
- Keep up to date with fundraising legislation and codes of practice and to provide relevant advice to fundraisers and colleagues
- To support and develop specific appeals and campaigns as agreed
- Work collaboratively as one of a team of managers, helping others achieve their objectives and enlisting the help of other managers and staff to achieve the Events and Community fundraising objectives

This job description is not an exhaustive document and is a reflection of the current position. Details may change in consultation with the staff member in line with the needs of the charity.

Competencies:

<p>Organisational Focus - Focussing on the needs of the Hospital, our Donors, and Volunteers</p>	<ul style="list-style-type: none"> • An ability to listen to and understand the needs and motivations of fundraisers, hospital staff, volunteers and supporters and provide excellent fundraising support • To be well organised and have excellent communication, people management and time management skills • To demonstrate the ability to manage multiple requirements and delivering well on a number of important fronts to ensure the charity meets its goals
<p>Teamwork - 'One Charity,' working within and across teams</p>	<ul style="list-style-type: none"> • Work with other colleagues in the organisation to achieve objectives • Show flexibility with tasks and deadlines and support colleagues with their goals • Develop good working relationships with all departments of the charity and the hospitals
<p>Honesty - Building trust and respect, listen, feedback, and learn</p>	<ul style="list-style-type: none"> • Involve and communicate in a timely and appropriate manner with all relevant users and stakeholders to ensure efficient working • Be honest and clearly explain how you will deliver your work, and what you need from your team • particularly when multiple priorities exist • Balance the requirement to support your team with the business imperative of delivering income and plans, using constructive honesty to develop a high performing team
<p>Responsibility - owning your part in our success</p>	<ul style="list-style-type: none"> • Work proactively with colleagues to identify key areas of improvement for the charity • Ensure deadlines are met by working closely with line management • Be seen as a dependable and positive member of the charity staff
<p>Professionalism - creating an environment to achieve success</p>	<ul style="list-style-type: none"> • Contribute with ideas on how we can improve the way we work and how we could help others working with us • Demonstrate a structured, organised, methodical approach that enables all stakeholders to understand your work and how they can support your work • Demonstrate a positive approach and 'can-do' attitude to working with tight deadlines and also dealing with problems presented during the course of projects and initiatives • Be willing to learn new techniques, being open and developing your skills with the support of the charity
<p>Acumen - sound decision making</p>	<ul style="list-style-type: none"> • Demonstrate the ability to apply best practice techniques • Assess how tasks can be completed more cost effectively and/or efficiently • Use technology effectively

This document is not a set of terms and conditions of your contract but a comprehensive guide indicating core responsibilities and accountabilities attributed to the role. We expect all our employees to share the values that are important to the Organisation and behave in a way that reflect these in keeping with the Competency Framework.

All applicants to any post within SGHC are required to declare any involvement, either directly or indirectly, with any firm, company or organisation which has a contract with the Trust or SGHC. Failure to do so may result in an application being rejected, or, if it is discovered after appointment that such information is being withheld, then this may lead to dismissal.

The Employee will have access to confidential information which may only be disclosed to parties entitled to receive it. Information obtained during the course of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

The Trust and the Charity are regulated organisations and as such, all Employees must have their criminal record checked and their name checked against the Sex Offenders Register.

You are required to comply with the regulations of the Human Rights Act 1998 during the course of your employment. Smoking is strictly forbidden on any of the Charity's or Hospital's premises and is considered a disciplinary offence.

Person Specification

(E) denotes an Essential requirement and (D) Desirable.

Key requirements	CV & Covering Letter	Interview	Testing	Presentation
Excellent organisational skills and structured approach (E)	x	x	x	x
Excellent communication skills especially within complex organisations with multiple stakeholders (E)	x	x		x
Significant experience of managing an events fundraising programme (E)	x	x	x	
Experience of managing a community fundraising programme (D)	x	x	x	
Excellent and motivational staff management, getting the best out of a team (E)	x	x	x	
Ability to manage multiple workstreams and ability to prioritise (E)	x	x		x
Meticulous attention to detail (E)	x	x		
Ability to work with financial figures, budgets, reforecasting, and business plans to a high standard (E)	x	x		
Demonstrate an ability to work well with other Fundraising Managers, seeing the bigger picture and supporting peers and colleagues regardless of their role in the charity (E)	x	x		
To model and deliver outstanding supporter care and be an exemplar for colleagues (E)	x	x		
A good knowledge of fundraising databases and their ability to create queries and reports and manage supporter data in line with the highest standards of data protection (E)	x	x		

Employee Benefits

Enhanced holiday entitlement

25 days per year, rising by 1 day per year to a maximum of 30 days.

Flexible working

The chance to vary contractual hours to suit your commitments and interests outside of work.

Enhanced defined contribution pension

A defined contribution pension scheme where St George's Hospital Charity contributes 6% and the employee contributes 3%.

Interest-free season ticket loan

Benefit from a loan to cover the cost of a season ticket to and from your place of work.

Enhanced maternity

Full maternity pay for weeks 1-8, half pay for weeks 9-26 and statutory pay for weeks 27-39.

Paternity pay

2 weeks paid paternity leave at full pay.

Life insurance

Non-contractual, non-contributory death in service payment of three times your annual salary.