

**Job Title:** F2F Fundraising Performance Coach Job ID 2024-7585  
**Advertised Salary: £38,680 Inclusive of Allowances**

**Overview:**

**F2F Fundraising Performance Coach**

**Salary:** £30,000 + Car Cash Allowance & Inner London Allowance.

**Working Hours:** 37 Hours Wednesday to Sunday. **Weekend Working.**

**Location:** Little Venice, Paddington, with regular travel around London.

The **Canal & River Trust** is a charity entrusted with the care of over 2000 miles of canals, rivers, docks and reservoirs in England and Wales. These historic, natural and cultural assets form part of the nation's strategic and local blue-green infrastructure network, linking urban and rural communities as well as habitats. Our waterways contribute to the health and well-being of local communities and economies, creating attractive and connected places to live, work, volunteer and spend leisure time. They also play an important role in mitigating the impact of climate change and provide valuable habitats and much-needed biodiverse corridors for wildlife.

We are currently recruiting for a F2F Fundraising Performance Coach. The purpose of this role is to support the delivery of excellent fundraising results and fundraising compliance standards and specifically the delivery of performance improvements in our F2F fundraisers through coaching, training, and continuous development. The role will also involve direct fundraising where you will be expected to meet a personal target.



Caring



Open



Local



Inclusive



Excellence

**Skills, knowledge & experience:**

**Key Accountabilities:**

- Responsible for coaching the performance of multiple teams in the region that will consist of lone workers, pairs of fundraisers to bigger teams as the income plan increases.
- Responsible for an individual fundraising target and set of KPI's that include inspiring people to become long-term monthly donors, generating income through contactless one-off donations and acquiring newsletter prospecting sign ups in a range of locations including residential door-to-door, town and city centres, private venues, and events and more commonly on our private land, the canal and river Towpaths.
- Acting as a hands-on fundraiser who leads by example, delivering fundraising income through signing up Friends and generating contactless income whilst demonstrating the Canal & River Trust's values and behaviours.
- Generating income and being present on-site to visit fundraising teams, fundraise with them, cover sickness absence, coach performance, provide training & development of fundraisers, reinforce our culture of health & safety, embed compliance standards.
- Provide phone coaching and in-person coaching of fundraisers to support meeting their targets and KPI's and in individual cases working with fundraisers to improve their results from their current level of performance to the required standard by equipping them with the technical and psychological training to work to their very best.
- Identify training requirements and deliver on and off field training and coaching to grow income.
- Apply the highest standards of professionalism integrity, work ethic and follow the Trust's code of conduct consistently the core values of Excellence, Caring, Open, Local, and inclusive.

- Undertake mystery shopping, observations and internal quality control auditing of values, behaviour, and fundraising technique.
- Support and deputise for the Regional F2F Fundraising Manager by providing cover when they are on leave to support the regional strategy of inspiring new supporters and generating income through contactless giving to the F2F Fundraising programme. This includes taking responsibility for the regional fundraising targets and KPI's.
- Working with our partner recruitment agency to arrange interviews, send out communications to candidates and sit on the interview panel with the aim of recruiting and onboarding new F2F fundraisers into the F2F programme.
- Support the delivery of performance incentives and setting up/editing teams on Evergiving and the rota.
- Provision of daily reports of observations and actions taken, areas of success, results for that day and areas of training and development identified.
- Process all sensitive and data protected information obtained by donors as confidential and in a safe and secure manner in line with the Trust's GDPR and Security Procedures.
- Carrying out Daily Compliance training, Charity conversation, case for support and storytelling practice and Health and Safety training sessions as per directed by the Regional F2F Fundraising Manager.
- Manages feedback and complaints in a professional manner and follows the complaints process and communicates details to Regional F2F Fundraising Manager so it can be addressed in a timely and efficient manner.

#### **Knowledge, Experience & Skills:**

- Driver's License is essential (requirement for Business insurance)
- Performance management and coaching qualifications are desirable.
- Training qualifications are desirable.
- Knowledge and experience of working within the CIOF, Fundraiser regulator code of practice.
- Significant experience of working in face-to-face fundraising industry.
- Track record of successful individual fundraising and Team leading, meeting performance targets and KPI's.
- Experience of increasing income through performance coaching of fundraisers.
- Experience of interviewing and recruiting fundraisers.
- Experience of training and developing fundraisers.
- Experience of mystery shopping and leading on delivering performance incentives.
- Ability to work to self-managed targets.
- Ability to be adaptable and flexible to support a geographical region of the network.
- Quick and agile approach to reacting to problems or challenges.
- Confidence to approach the public, storytelling and making an ask for funding.
- Ability to use IT systems, such as an I-pad and contactless devices proficiently.
- Good writing and IT skills to support the analysis of performance management.

#### **DBS**

As this role is on the Rehabilitation of Offenders Act 1974 Exception Order applicants must state the details of any cautions or convictions whether spent or unspent on the self-disclosure section of the application form.

This job involves regulated activity with children and adults at risk as defined by the Protection of Freedoms Act 2012. Therefore, a Criminal Record check will be undertaken by the successful candidate prior to employment.

A criminal record is not necessarily a bar to employment with us. HR will advise and decisions made on a case by case basis.

*We reserve the right to close this vacancy early if we receive sufficient suitable applications for the role. Therefore, if you are interested, please submit your application as early as possible.*

**What we offer:**

In addition to your salary of **£30,000 + £4,680 per annum Car Cash allowance & £4,000 Per Annum Inner London Allowance**, you will benefit from a competitive contributory DC Pension scheme arrangement, great holiday entitlement and numerous other employee benefits, including several salary sacrifice benefits, all of which can be found here (<https://canalrivertrust.org.uk/about-us/work-for-us/our-benefits>).

- 25 days paid holiday, plus paid Bank Holidays, increasing to 27 days plus Bank Holidays after 3 years
- Home working status with 'hub' facilities available if a need to work outside of home – flexibility.
- Annual £200 personal learning & growth award to spend on any learning related activity – hobbies; aspirations etc.
- Free access to specialist counselling on a range of issues – health; financial; lifestyle; well-being; domestic & neighbourly matters.
- Access to a range of employee benefits including – store discounts; boating holiday discounts; holiday purchase scheme.
- 2 days paid volunteering leave, volunteering for local community project work.

At the Trust we care passionately for our waterways, and as importantly, for those who look after and use them. We strongly believe that a diverse workforce brings with it a diversity of ideas, thinking and ways of working which enhances what we do as a Trust. We are striving to represent the diverse communities that we are a part of and welcome applicants from across all sectors of the community.

All candidates will be treated on the basis of their merits, skills and abilities and solely by being assessed against the requirements for the job.

When you join the Canal & River Trust you become a member of an engaged team working to preserve our heritage for future generations. Come and share your passion and knowledge with a team that makes a difference to millions of people every day.

Find out more about us on our website: <https://canalrivertrust.org.uk/about-us>