

## Job Description and Person Specification

Job Title:	Community Fundraiser
Line Manager:	Community Fundraising Manager
Professionally Accountable to:	Director of Fundraising and Communications
Hours of Work:	37.5 hours per week. Flexible working hours which will include some working at weekends and evenings. Working from home will not exceed 1 day p/w

### JOB PURPOSE

- Inspire local communities to support the Hospice, maximising fundraising in line with the aims and objectives of the Fundraising Strategy.
- Build relationships with a wide range of people, ensuring a positive supporter experience both face to face and through online and written communications.
- Champion all aspects of the charity's work and raise the profile of Weston Hospicecare through building relationships with local organisations, community groups and Hospice volunteers.
- Enhance the Community Fundraising team and develop and deliver Hospice run community events such as the Summer and Christmas Fayre.

### RESPONSIBILITIES

#### Fundraising

- Strengthen the Community Fundraising team and help develop the fundraising plan. Together, meet agreed annual financial targets and raise the Hospice's profile to broaden our supporter base.
- Inspire support for Weston Hospicecare by helping plan and organise exciting hospice-run community fundraising events and activities.
- Building strong relationships in your assigned geographic locations within the hospice's catchment area, you will:
  - Inspire new supporters to raise money for the Hospice, while maintaining and developing relationships with existing supporters.
  - Boost the support we receive from local Friends groups, identifying new opportunities and supporting their fundraising activities.
  - Drive support from individuals and groups fundraising for the Hospice, including churches, schools, social groups, and local businesses.
  - Motivate support through delivering engaging and inspiring talks and presentations to a range of different community groups, training and support will be given.
  - Promote the work of the Hospice across our communities, including management of a network of community collection tins and the volunteers associated with these.
  - Invigorate community fundraising by working alongside the Community Fundraising Manager to develop creative new fundraising activities, and initiatives to increase income and raise the profile of the Hospice.
  - Strengthen all administrative functions to ensure the smooth running of community fundraising.
  - Build relationships across the organisation and externally through event attendance, networking, and other activity to support fundraising for the Hospice.

### Marketing and Promotion

- Inspire our supporters by producing compelling marketing materials for community fundraising and maximising income and profile through social media, in consultation with the Communications Team.
- Strengthen local community support by promoting and representing Weston Hospicecare in your area via networking and media to increase awareness of the Hospice.

### Organisation and Management

- Underpin administration processes, working alongside the Supporter Care team, maintaining highly organised administrative systems, effective recording of activities and the maintenance of community records on the fundraising database.
- Ensure income is correctly recorded on our database and monitored, liaising with the finance team where necessary.
- Maintain our database to ensure data and communications are recorded and updated accurately, ensuring meticulous attention to detail. Work with the Community Fundraising Manager, to regularly analyse performance to ensure that targets are met, and that learning is recorded so that improvements can be made.

### Volunteers

- Recruit volunteers as needed to support community fundraising programmes and that they are properly briefed, supervised, encouraged, and acknowledged.

### General

- Amplify the work of the Hospice, working closely with other members of the Fundraising and Communications Team and actively participate in the wider activities of the Hospice.
- Ensure your work and that of volunteers meets the Chartered Institute of Fundraising and Fundraising Standards Board best practice guidelines.
- Work closely with the Community Fundraising Manager to participate in the annual planning and budgeting process.

### Professional Responsibilities

- Maintain confidentiality.
- Work within the policies, procedures and guidelines of Weston Hospicecare, in accordance with statutory requirements, and to best charity fundraising and communications practices.
- Understand fire, emergency and safety regulations, ensuring compliance across all fundraising and sites/events.
- Maintain good working relationships with other members of the hospice staff and volunteers.
- Undertake any in-service training in line with Weston Hospicecare's policies.

### Educational Responsibilities

- Participate in the orientation and development of new staff members and volunteers.
- Keep up to date with sector best practices and legislation.
- Maintain and extend personal knowledge and expertise in all aspects of the role and to share information openly.
- Attend all statutory and mandatory training as required.



## Health and Safety

Under the provision of the Health and Safety at Work Act 1974, it is the duty of every employee:

- To take reasonable care of themselves and others at work.
- To co-operate with the Hospice as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal, protective equipment for health and safety or welfare at work.

## Data Protection

You are required to control and process data held on computer. This must be undertaken lawfully in compliance with the UK's GDPR and Data Protection Act. Breaches of confidentiality in relation to confidential, personal or sensitive data will result in disciplinary action, which may include dismissal.

## Additional Job Facts

- Maintain a smart, professional appearance at all times in line with Hospice policy.
- Conduct yourself in accordance with the Hospice values, and to be a good ambassador for the Hospice.
- Demonstrate a responsible attitude towards economy and care of equipment and other resources.
- There will be times when you will be required to work at weekends and in the evenings. This is recorded and redeemable as Time in Lieu.

## Scope of Job Description

This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties, but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

This job description is subject to periodic review and amendment.



PERSON SPECIFICATION – COMMUNITY FUNDRAISER

Criteria	Essential/ Desirable	How Evidenced & Assessed
<b>Qualifications and Training</b>		
<ul style="list-style-type: none"> <li>▪ Good standard of education including English and Maths</li> <li>▪ Educated to HND level or have equivalent professional experience</li> </ul>	E D	A/C A/C
<b>Knowledge, Skills and Experience</b>		
<ul style="list-style-type: none"> <li>▪ Must be PC literate</li> <li>▪ Willingness to learn about community fundraising and best practice</li> <li>▪ An understanding of different ways of fundraising</li> <li>▪ Experience in delivering successful projects and events</li> </ul>	E E D D	A A/I A/I A/I
<b>Communication and people skills</b>		
<ul style="list-style-type: none"> <li>▪ Excellent verbal and written communications skills demonstrated by an enthusiastic and engaging manner</li> <li>▪ Ability to build relationships with and inspire a wide range of people</li> <li>▪ Fully understand and empathise with the work of the hospice, in order to talk about it to supporters and stress its value and importance.</li> <li>▪ The postholder will come across people who have been bereaved and will need to behave in a compassionate and professional manner.</li> </ul>	E E E E	I I I I
<b>Organisational Skills</b>		
<ul style="list-style-type: none"> <li>▪ Proactive and highly organised</li> <li>▪ Ability to manage a wide-ranging and fluctuating workload that is both proactive and reactive</li> <li>▪ With the support of the Community Fundraising Manager, plan activities and manage own workload to ensure goals and targets are met.</li> </ul>	E E E	A/I A/I A/I
<b>Special Knowledge</b>		
<ul style="list-style-type: none"> <li>▪ Familiarity with the catchment area of Weston Hospicecare</li> </ul>	D	A/I



Other Requirements		
<ul style="list-style-type: none"> <li>▪ A valid driving licence and own transport, or be able to provide alternative, suitable method of travel is an essential condition of this role.</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Responsible, hard-working and enthusiastic, self-motivated, highly personable and compassionate, confident, flexible, organised, creative, sense of humour, honest</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Ability to work effectively under pressure</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Able to work as part of a team</li> </ul>	E	A/I

**Key:** E = Essential  
A = Application

D = Desirable  
I = Interview

C = Certificate

