

JOB DESCRIPTION

TITLE OF POST:	Regional Fundraiser
ACCOUNTABLE TO:	Regional Fundraising Manager
JOB PURPOSE:	To work as part of the Fundraising Team supporting income generation across all areas of Fundraising

MAIN DUTIES & RESPONSIBILITIES:

- Understanding and being a part of the community in your regional area. Understanding the opportunities for developing new relationships as well as cultivating existing ones.
- Generating income through building positive connections with donors within the regional area including, but not limited to, community groups, support groups, corporates, local businesses, educational establishments and faith groups.
- Working on agreed targets and objectives to increase both awareness of the Hospice, and funding to maintain it's vital services.
- With the support of the Regional Fundraising Manager, developing and working through an agreed fundraising plan for the specific regional area.
- To provide support to regional events, working closely with the Events Fundraiser to ensure the success of events both in your region, and helping in other areas.
- Responsible for selling and promoting all areas of Fundraising including, but not limited to, In Memory, Lottery, Events and Individual Giving to the relevant audience.
- Working as part of a supportive Regional Team and supporting other Regional Fundraisers to succeed together.
- To become the recognised face of Fundraising within this catchment area and positively championing the work of Bluebell Wood Children's Hospice.
- Representing the Hospice by attending presentations and talks to promote the charity and the great work that it does.
- Support the whole fundraising team with innovative and creative ideas for income generation that make us stand out from the crowd.
- Adapting ways of working to support donors on their 'journey' with Bluebell Wood through exploring opportunities to feel connected and enthusiastic about the work that we do.
- Ensure that all communication and interaction with donors is captured through the Fundraising database CRM System and that all donors are thanked timely and efficiently.
- Contributing to the positive culture of the hospice and outwardly in your region.
- Continually strive to learn and develop and up skill in all areas of Fundraising.
- Carry out any other duties as may reasonably be required by the Head of Fundraising.
- Apply the guidance provided by the Fundraising Regulator and Institute of Fundraising or any fundraising governing bodies to any fundraising activity

GENERAL

All Bluebell Wood employees are required to:

- Abide by the Health & Safety at Work Act
- Adhere to policy and procedures around safeguarding children and young adults
- Respect confidentiality applying to all Hospice areas
- Work within Hospice policies and procedures
- Demonstratable understanding and application of the provisions of GDPR
- Comply with the Hospice no smoking policy

- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues
- Behave in a professional manner at all times
- Act as an ambassador for Bluebell Wood Children's Hospice, reflecting the objectives and values, and to always work in the best interests of the charity.

All Bluebell Wood employees are expected to:

- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to fundraising and raising the profile of the Hospice

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

Date of issue: May 2022

Review date: May 2023

PERSON SPECIFICATION

CRITERIA	STANDARD	E or D*	MEASURED BY
Qualifications/ Training	Excellent communication skills, both written and verbal, with a proven ability to present	E	A,C
	Fundraising qualification or equivalent	D	A,C
Experience	Broad knowledge and experience of all areas of Fundraising	D	A,I
	Knowledge of Fundraising codes of practice and sector legalities	D	A,I
	Awareness of current fundraising trends and developments	D	A,I
	Knowledge and understanding of CRM database systems	D	A,I,P
	An understanding of developing relationships with donors or customers	D	A,I,P
	Past experience of working within financial budgets and KPIs	E	A,I,P
	Experience of working in a sales environment	E	A,I
Skills/Knowledge	Able to build strong relationships at all levels	E	A,I,P
	Proven track record of income generation	E	A,I
	Business development experience	D	A,I
	Knowledge of and ability to use Microsoft Office suite including Outlook, Word, Excel, PowerPoint and Teams, plus Zoom Conferencing (to intermediate level)	E	A
	Ability to communicate effectively with staff, volunteers, children, young people and families	E	A,I

	Ability to work on own initiative	E	A,I
Personal Qualities	Confident and personable	E	I
	A good negotiator and communicator	E	I
	Cheerful and positive outlook and attitude	E	I
	An interest in the charitable sector and able to demonstrate understanding of, and empathy with, the hospice sector	E	I
	Flexible and adaptable to change	E	A,I
	Self-motivated and works well alone and as a team	E	A,I
Other	Legally entitled to work in this country	E	D
	Prepared to work evenings and weekends and some unsociable hours	E	I
	Full driving licence with access to a reliable vehicle and business insurance cover	E	I,D

***Essential or Desirable**

A	Application	C	Certificate	I	Interview
D	Document check	P/T	Presentation/Task		