



JOB DESCRIPTION

Job Title: Regional Fundraiser

Department: Fundraising

Reports To: Regional Fundraising Manager

Location: Remote (in Region)

Role Purpose

Implement the fundraising strategy, to maximise engagement with Fire and Rescue services (FRS), public and corporate communities.

To manage, develop and grow relationships within the FRS workforce and beneficiary audience to increase sustainable income.

Outcomes

1. Achieve KPI's and income targets through collaboration with FRS, volunteers, FRS communities, corporates and other internal income generation teams.
2. Develop and deliver a clear plan to engage with the FRS across Fire Stations, control rooms, new-recruit and pre-retirement courses within the region, to provide them with information on charity services available to our beneficiaries.
3. Work with key personnel at Individual FRS within region to increase engagement and grow income. Identify opportunities to encourage participation in the charity's fundraising campaigns.
4. Engage and support FRS committees with Charity activity, to increase income. Work with the Partnerships Manager and other internal departments, to ensure committees have quarterly updates on income and services.
5. Recruit, support and utilise volunteers across the region to contribute to overall engagement and income KPI's.
6. Contribute, support and develop Fundraising Campaigns and identify trends and opportunities. Work closely with the marketing team to maximise awareness and income.

7. Ensure fundraising activities operate within Charity policies and procedures and Institute of Fundraising guidelines and best practice.
8. Utilise Salesforce CRM fully to record activities and income. Data input is accurate and on time to assist collaborative working across the Charity, to enable insight and analysis.
9. Manage personal data in accordance with the Charity's policies and legal requirements.
10. Uphold, promote and embed the Charity values in all areas of work.

Financial Structure

1. Income targets and KPIs as agreed
2. Produce reports for FRS committees/volunteers

Person Specification

Skills, Knowledge and Experience

Skills

- Professional approach with excellent verbal and written communication skills.
- IT competent, able to use standard Microsoft packages and CRM systems
- Demonstrable skills with social and digital media
- Excellent organisational skills

Ability to prioritise workload of self and others and meet deadlines and KPI's

- Flexible, positive, determined, and resilient
- Ability to travel and occasionally stay overnight

Knowledge

- Knowledge of legal requirements relating to fundraising and Data Protection and Information Security principles.
- Knowledge of fundraising procedures and techniques

Experience

- Experience of growing sustainable income across fundraising income streams.
- Demonstrable evidence in developing, building and maintaining successful working relationships
- Evidence of creating and managing business plans including budgets and KPI's
- Evidence of the ability to manage multiple projects and deadlines.
- Experience in volunteer recruitment support and development
- Evidence of the ability to positively influence and engage with a range of stakeholders

Evidence of current continuing professional development

Qualifications / Professional Memberships
N/A

Job Description Authorised by:

Job Title: Director of Engagement and Fundraising

Date: July 2024