



## JOB DESCRIPTION

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| Position                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Community Mass Participation Lead                       |
| Reports To                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Head of Community Fundraising                           |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Fixed term for 18 months with the potential to extend   |
| Location                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Hybrid – at least 1 day per week in HQ in Cheam, Sutton |
| <b>Role Purpose</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                         |
| <p>This pivotal role is part of the main public-facing profile of Charity for Civil Servants as we seek to embed our presence as a UK-wide charity within the Civil Service. Community has an interesting twist for us as an occupational charity and therefore the majority of our 'Community' are reached within their workplace.</p> <p>Community fundraising and participation are essential parts of our fundraising strategy. They're pivotal to our partnership approach to working with Civil Service departments and organisations, driving income, awareness, active engagement, and long-term loyalty.</p> <p>The Community Mass Participation Lead will be a driving force behind community fundraising. You will help us engage, coach, and encourage our supporters, adding value to their relationship with the Charity for Civil Servants.</p> <p>You will be responsible for successful end-to-end product design and delivery, including our flagship digital participation events, Mega Miles Challenge and Festive Jumper Day. You will also identify and implement strategic, data and insight-led improvements, new product opportunities, and innovation for growth.</p> <p>You'll be an expert in relationship building and passionate about engaging and mobilising communities and audiences. You'll also work directly with fundraisers who support the Charity. This role offers a huge opportunity to develop and work within a dynamic and fast-changing organisation.</p> <p>Success in this role will be measured by:</p> <ol style="list-style-type: none"> <li>1. Participation growth: Achieve and exceed participation and income targets working well with communications colleagues and others in a joined-up approach.</li> <li>2. Supporter Led Fundraising growth: Develop and grow supporter led fundraising and maximise opportunities, working with colleagues across the Fundraising team.</li> <li>3. Audience experience: Deliver excellent supporter experience to achieve participation, conversion to gift and average gift targets.</li> </ol> |                                                         |



## Key Responsibilities

- Lead and co-ordinate the delivery of our community fundraising activity.
- Lead the innovation and product development process, ensuring our portfolio of community fundraising products is kept fresh, in line with our supporters' expectations and we make the most of new trends and internal data insights.
- Oversee our work with individual fundraisers and ensure robust retention and engagement plans are in place and implemented.
- Coordinate our supporter pipeline by working effectively with our supporter facing teams.
- Monitor and report on pipeline and converted activity, income and expenditure, and other KPIs as required.
- Ensure all community fundraising activity is evaluated and recommendations for improvement and growth are communicated to the wider team and fed into our annual business planning process.
- Work closely with data teams to ensure Community Fundraising processes and data requirements are in place.
- To provide exceptional relationship management and stewardship of supporters to increase supporter lifetime value.
- Work with the Community Fundraiser Coordinator and Supporter Care team to coordinate the fulfilment of fundraising packs and materials, implement supporter care processes and supporter follow-ups.
- Be responsible for overseeing the creative development of fundraising collateral and products.  
To ensure all fundraising is done in adherence with charity law, regulations and the Fundraising Regulators' codes of practice.

## Other Responsibilities

- To attend staff meetings and events as required, including travel around the UK (usually within business hours).
- To suggest development opportunities in line with your role requirement and performance and to undertake training and development opportunities as required.
- Work in accordance with our published policies, procedures, and processes.
- To conduct yourself according to our established values and behaviours.
- To comply with the data protection regulations, ensuring information on employees, supporters, applicants, and volunteers remains confidential.
- To reasonably undertake any other duties as required by the line manager commensurate with the level of the role.



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### Skills and Experience

- A self-starter and the ability to inspire and motivate others.
- A confident communicator able to promote fundraising propositions to a wide audience.
- Excellent interpersonal skills & able to build relationships with a range of internal and external stakeholders.
- Demonstrable experience working directly with supporters in a fast-paced community and/or corporate fundraising environment.
- Demonstrable experience of working directly on fundraising successful fundraising campaigns and products.
- Demonstrable experience of digital fundraising, the use of third-party digital solutions and platforms and best practice.
- Organised, self-sufficient, and self-motivated.
- Innovative problem solver.
- Ability to prioritise and multi-task whilst working to tight deadlines.
- Collaborative in attitude, flexible in approach, and willing to work with others in the Charity.
- Excellent IT skills, including use of Microsoft Excel, Word, Teams, and PowerPoint.
- Understanding of the importance of data to fundraising and implementing process.
- Expertise in leading community fundraising initiatives that are popular, profitable, scalable, and have a net-positive impact on the Charity's brand.

### Additional information

This job description is not intended to be exhaustive, and the role holder may be asked to carry out other duties commensurate with the role.