

BIRMINGHAM WOMEN'S AND CHILDREN'S HOSPITAL CHARITY

JOB DESCRIPTION – FACE TO FACE FUNDRAISER



JOB TITLE:	Face to Face Fundraiser
ACCOUNTABLE TO:	Board of the Charity (reporting to the Individual Giving Manager)
SALARY:	£12.66/hour / 37.5 hours per week
LOCATION:	Working across a range of locations including on-site across our BWC Trust, as well as at our charity events and other venues across the Midlands region.

Job Summary

Are you a self-motivated, confident and resilient person, who would like to make a difference to patients and families being treated across Birmingham Women's and Children's Hospitals?

Are you skilled in communication and can you spot opportunities and run with them? A fantastic opportunity has arisen within our award winning fundraising team, to join us as a Face to Face Fundraiser.

At Birmingham Women's and Children's Hospital Charity, we believe there's always more we can do for our women and sick kids. It's our mission to raise the vital funds needed to make a real difference to all who use our hospitals and to make our hospital feel just like home.

We're looking for an ambitious, confident, resilient Face to Face fundraiser to join our fast paced team. You'll be the face of the charity and have an enthusiastic and energetic personality to engage and connect with members of the general public to inspire them to join our growing family of committed donors.

You will need strong communication skills and experience in sales, to build on relationships in a face to face capacity, as well as being able empathise, motivate and persuade members of the public to support our charity. Ideally, you will have previous sales experience, and will have a proven track record of providing great customer service and meeting targets.

This is no desk-based position and focuses on the front line, inspiring members of the public to make a difference. You'll be a visible leader, and on a daily basis will be out in the field recruiting committed donors. So if you thrive in sales, communications, and results-oriented goals then this opportunity is a strong fit for you!

The Face to Face Fundraiser will:

- Work as part of a multi-channel fundraising team, helping to deliver our committed givers recruitment programme.
- Work predominately face-to-face at our hospital sites, with opportunities to work at other sites/venues/events as required
- Have previous experience in a sales or donor acquisition role
- Be self-motivated, independent, and target-driven to reach/exceed the charity's goals
- Possess a natural confidence in talking to people and encouraging their support

- Have excellent communication skills - be friendly, approachable and engaging, as well as possess strong persuasive and negotiation skills and the ability to communicate and respond sensitively to information provided by members of the Public.
- Have responsibility for ensuring all acquisition activities comply in full with Data Protection (GDPR) legislation and the Fundraising Regulator Code of Practice.
- Be a driver with a full clean driving license, and own a car preferable

Principle Duties and Responsibilities

Working across a range of locations including on-site across our Trust, at our charity events, and also across the Midlands region at a number of supporter-organised fundraising events/festivals, the post holder will need:

- The ability to build relationships and rapport quickly with people through face-to-face engagement.
- Exceptional communication skills – a good storyteller with empathy and compassion, able to share inspiring stories about the Charities impact and success, and strong persuasion & negotiation skills to convert public conversations into new donors for the Charity.
- A strong resilience to rejection and confidence in making a financial ask for support of the charity
- The ability to operate well as part of a fast-paced team with a can-do attitude
- A pro-active and responsible attitude, able to set up a Charity Stand and working environment across a variety of different venues
- To be target-driven and able to deliver agreed recruitment and income targets for new lottery and regular giving donors
- A strong passion for or connection to our hospital and its patients
- To ensure they possess a strong working knowledge about all aspects of the Charity & Fundraising Team’s activities to effectively communicate about the Charity, its funding & costs, and the numerous ways that potential supporters can donate or fundraise.
- To work autonomously, guided by full training and fundraising policy, and use personal working experience and best judgement to decide how results are best achieved
- To motivate self and others to ensure relevant targets are met through leading by example and sharing knowledge and experience
- To be the lead specialist across the team and wider Trust on ‘Face to Face Acquisition’ delivering regular ‘acquisition/make the ask’ training across the Fundraising Team, especially for New Starters, and mentoring/shadowing of staff where needed to develop their ‘Face to Face Fundraising’ skills.
- Creation of all Training slides and role play activities, and management/tracking of staff training to ensure all staff are trained within 2 months of joining the team, and refresher courses undertaken every 18-24 months.
- To ensure a robust process of data capture – ensuring maximum data is acquired, along with required permissions for use & gift aid declarations – to provide accurate and useable data to enable the growth of all Individual Giving income streams. Required data to be collected at the point of donor signup includes contact details, demographics and motivation for support, via digital software and tablets out in the field.
- To deliver an exceptional experience to new donors at the point of first contact – setting key expectations for their supporter care journeys to build strong and long lasting relationships for long-term giving.

Development

Other tasks, commensurate with the seniority of the post, will be allocated over the duration of the contract of employment dependent on the needs of the Charity and the development of the post holder.

The post holder will seek to actively develop the Charity in response to the continually changing environment in which it operates and to take advantage of developments in best practice, new technology, and other opportunities that present themselves.

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) and the Manual Handling Operations Regulations (1992). This ensures that the agreed safety procedures are carried out to maintain a safe environment for staff and visitors to the Charity.

Equal Opportunities

The Charity has a clear commitment to equal opportunities and has in place an equal opportunities policy which provides for equality of opportunity in all aspects of employment and Charity services and avoids unlawful discrimination. It is the duty of every employee to comply with the letter and the spirit of the Charity's policy.

Conflicts of Interest

The post holder will at no time use or abuse their position for personal gain or to benefit their family, friends or other private interests. Any interest, direct or indirect, with contracts involving the Charity must be declared and any private profit repaid to the Charity.