

BIRMINGHAM WOMEN'S AND CHILDREN'S HOSPITAL CHARITY

JOB DESCRIPTION – REGIONAL FUNDRAISER



JOB TITLE: Regional Fundraiser

ACCOUNTABLE TO: Senior Regional Fundraiser/Head of Public Fundraising

Job Summary

Do you love making things happen? Are you a skilled relationship manager? Can you spot opportunities and run with them? A fantastic opportunity has arisen within our award winning fundraising team, to join us as a Regional Fundraiser.

At Birmingham Women's and Children's Hospital Charity, we believe there's always more we can do for our sick kids and woman, and that's why we will always strive to do more for our patients and families. 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, experienced, target driven relationship fundraiser to join our fast paced team. You will have experience of proactively seeking new relationships and partnerships and the ability to develop sustainable, long term relationships with donors, staff, partners and volunteers.

To be successful in this role you will:

- Have previous experience in income generation and lead and inspiring networks in order to generate long term income and awareness for the charity
- Be self-motivated, independent, and target-driven
- Possess a natural confidence in talking to people and encouraging their support.
- Have excellent communication and relationship building skills - be friendly, approachable, inspiring and engaging
- Full clean driving license, with access to a car

Principle Duties and Responsibilities

The Regional Fundraiser role is one of three roles, reporting to the Senior Regional Fundraiser and Public Fundraising Manager. You will be expected to work well within this team, as well as the wider fundraising team, external organisations and corporates, external supporters, patients, families and other staff members within the trust.

The purpose of this role is to develop incredible relationships with new and existing supporters helping them to network, influence and fundraise to have a significant impact on the work of the charity. Through your network and creating new opportunities you will increase income in your region

Income Generation

- Proactively recruit high calibre supporters, volunteers and community organisations to create opportunities for fundraising within your region. Lead and inspire these networks in order to generate long term income and awareness for the charity
- Enable and empower supporters in their communities to maximise their fundraising passion to develop successful long term fundraising events and activities

- To monitor and report on income and expenditure and other KPI's including volunteer recruitment, registrations etc.
- To work with the Regional Fundraising Manager to manage the effective delivery of the regional fundraising strategy in an assigned geographical region

Supporter and Volunteer Management

- To ensure the effective delivery of our supporter journey and to ensure we are going above and beyond for our supporters
- To be recognised within your area as 'The Face of BWCHC' and develop relationships wherever you go
- Develop our Volunteer, Supporter groups and Ambassador programme within the region, adhering to all processes and procedures at all times
- Develop the Fundraising Volunteer's knowledge and power of communication through regular opportunities to engage with patients, staff other supporters and highlights of the charity's work
- To be a proud and inspiring Ambassador for BWCHC at all times

Cross Working and Effective Communications

- The Regional Fundraiser role is expected to work within their region at least 50% of the working week, the ability to pre-plan, work and develop products alongside other departments to ensure that stewardship of donors is consistently maximized is imperative
- To maintain effective communications and relationships with colleagues across the Fundraising department and Hospital with the ability to balance relationships whilst working remotely
- To proactively develop good working relationships with internal and external stakeholders
- To attend team meetings including wider team meetings onsite and offsite
- Monitor potential opportunities and threats and ensure internal and relevant external audiences are aware of both

Regional Analysis & Strategy Delivery

- To deliver the Regional Fundraising strategy with energy and contribute to its on-going development through identifying, sharing and maximising new quality long term relationships with supporters. Enabling you to give the most appropriate support and make the most appropriate fundraising and volunteering asks
- Understand and respond to competitor activity in the region
- Identifying any cross working opportunities in your area, feedback to the relevant teams and take appropriate action
- Cross selling Fundraising activities within the team when it is the right opportunity for the supporter

Planning, Reporting and Effective Administration

- To provide monthly income and KPI reports to the Regional Fundraising Manager on performance within set deadlines
- To use our existing data effectively to recruit and develop sustainable support
- To adhere to all of BWCHC procedures at all times, maintain accurate record keeping to ensure effective relationships with all supporters
- To work with the Supporter Engagement Team to create, monitor and develop effective and efficient processes
- To create and maintain up to date records using Donor Strategy and maintain meticulous donor records of all activities
- Ensure that all work is in line with the Fundraising Regulator requirements
- Submit monthly expense reports to your line manager

Other

- This role is expected to spend most of its time working directly with potential and existing supporters in their own environments
- Support the Senior Regional Fundraiser & Public Fundraising Manager to plan, deliver and maximise all fundraising products
- Manage own workload in a cost effective and pro-active manner
- To support project leads with fundraising projects and to lead where necessary
- To ensure that all work matches our regional strategies and is carried out in accordance with UK charity law
- To work closely with the Senior Regional Fundraiser & Public Fundraising Manager to provide support and cover when required
- Undertake other work that is requested by the Regional Fundraising Manager and Senior Management

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.

