

## JOB PROFILE: HEAD OF COMMUNITY FUNDRAISING

Role:	Head of Community Fundraising	Date profile last reviewed:	August 2024
Name:		Reports to:	Director of Fundraising & Communications

### MAIN SUMMARY OF ROLE:

The Head of Community Fundraising is a senior fundraising role within the directorate, which will focus on the strategic leadership and net income growth of the Community Fundraising (CFR) team, who are based across the UK.

To succeed in the role, you will need entrepreneurial and commercial thinking as well as being able to collaborate with colleagues across the UK to ensure consistent support for staff and volunteers, ensuring our community fundraising activities are delivered well, in a timely manner whilst always being mindful of the return on investment.

The Head of Community Fundraising will be responsible for the delivery and growth of this area of fundraising at the Fund and will be expected to meeting annual income targets and ensuring effective budget management.

In terms of people management, the role involves line managing the CFR team (currently a team of 5), setting clear work plans, managing performance, and recruiting and inducting new staff when necessary.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

#### **1. Strategic leadership of Community Fundraising**

- To be responsible for developing and delivering the Fund's Community Fundraising strategy and plan across the UK ensuring a standardised approach whilst adopting regional and national approaches when required.
- To lead on growing Fundraising Groups to fundraise and support activity to assist in the development of their collective income generation, including analysis and insight, learning, best practice and compliance with governance and regulation requirements.
- Lead on the strategic expansion of our airshow engagements, ensuring we standardise our presence, grow income through donations, our merchandise offer, and volunteer engagement.
- To lead on creating innovative CFR products or activity through new ideas, approaches or insights.
- Be innovative and take advantage of new fundraising opportunities, reacting at pace where necessary.
- To ensure all CFR activities and projects are planned timely and that it considers any possible changing circumstances and potential solutions.
- To work closely with colleagues across the UK to ensure consistency of advice, guidance and support provided to staff, volunteers and donors on issues of community fundraising, community fundraising events and working with local supporter groups.

- To work in conjunction with the Head of Events to deliver and development our UK wide community events fundraising programme.
- To engage with colleagues in other departments to explore different engagement opportunities to maximum maximise individuals, RAF Station and community group engagement.
- To be responsible for the development and implementation of standardised stewardship activities which deliver a fantastic supporter experience.

## **2. Meeting annual income and activity targets**

- In consultation with Director of Fundraising, to be responsible for the development of community fundraising targets.
- To be responsible and accountable for the community fundraising portfolio of activity, ensuring it is robust and able to meet income targets with balanced risk and opportunity.
- To be accountable for the management of expenditure including effective budget preparation, planning, monitoring and review. Ensure effective financial and resource management.
- To be accountable for the analysis and evaluation of performance information, monitoring and reporting against objectives, outcomes and KPIs.
- To support community fundraisers to achieve their personal income and activity targets.
- To ensure that agreed sign-off procedures are implemented and risk assessments and similar governance are kept up to date.
- To ensure that the work of the Community Fundraising team delivers against the business plan and contribute to the overall RAF Benevolent Fund's strategic aims.

## **3. People Management**

- To effectively line manage the CFR team, through setting clear individual and team work-plans, managing performance and development, through regular one to ones, feedback, supervision, supporting learning and the performance development review process
- To be accountable for the effective day to day management and delivery of functions and activities within the team.
- Be responsible for recruiting and inducting new staff when needed.

COMPETENCIES REQUIRED FOR THE ROLE	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>Deciding and initiating action</li> <li>Leading and supervising</li> <li>Planning and organising</li> <li>Relating and networking</li> <li>Entrepreneurial and commercial thinking</li> <li>Formulating strategies and concepts</li> <li>Creating and Innovating</li> </ul>	<ul style="list-style-type: none"> <li>Presenting and communicating information</li> <li>Persuading and influencing</li> <li>Writing and reporting</li> <li>Analysing</li> <li>Coping with Pressures and setbacks</li> <li>Adapting and responding to change</li> </ul>
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
<b>Academic or Professional Qualifications (or equivalent):</b>	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> <li></li> </ul>	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> <li>A qualification in fundraising or business related</li> </ul>
<b>Knowledge/ Experience:</b>	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> <li>Experience of meeting and exceeding targets</li> <li>A track record of at least 5 years of growing and delivering successful community fundraising strategies (c. £1m a year)</li> <li>Proven experience of developing, implementing and monitoring annual plans and budgets.</li> <li>Significant experience in managing and developing a team, including setting clear objectives, performance management, and providing ongoing support and development opportunities.</li> <li>Demonstrable experience in significant budget management, financial planning, and monitoring of expenditure, ensuring efficient use of resources and alignment with organisational objectives.</li> <li>Comprehensive understanding of UK fundraising regulations, including GDPR, with a commitment to ethical fundraising practices and governance requirements.</li> </ul>	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> <li>Proven experience of any of the following; <ul style="list-style-type: none"> <li>Events</li> <li>Corporate fundraising</li> <li>Retail or Merchandise</li> <li>Volunteer management</li> </ul> </li> <li>Evidence of continuing professional development.</li> <li>Understanding or knowledge of the military or military charities.</li> </ul>
<b>Skills/Abilities:</b>	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> <li>Proven ability to build and maintain relationships with a diverse range of stakeholders, including volunteers, donors, corporate partners, and community groups.</li> <li>Ability to think strategically, with experience in identifying and capitalising on new fundraising opportunities, and adapting to changing circumstances in a dynamic environment.</li> <li>An entrepreneurial and commercial mind</li> <li>Strong Communicative skills</li> <li>Ability to work outside of office hours on</li> </ul>	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> <li>Ability to coach</li> </ul>

occasion and countrywide travel.

**Other Requirements:**

- Regular travel to other RAFBF and UK locations. Evening, weekend and occasional overnight stays (as appropriate).
- A full UK driving licence.
- Carry out any other duties within the scope of the job as requested by the Director of Fundraising & Communications.
- You will be responsible for supporting a team of regional staff based across England and Scotland. There may be requirements to visit regional staff in their areas of operation for meetings and case reviews. Occasional travel to head office in London and our Scotland office in Edinburgh will be required. You should expect to undertake regular travel to the regions during the first six months of the role as you embed and get to know the team.

**Signature**

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: