

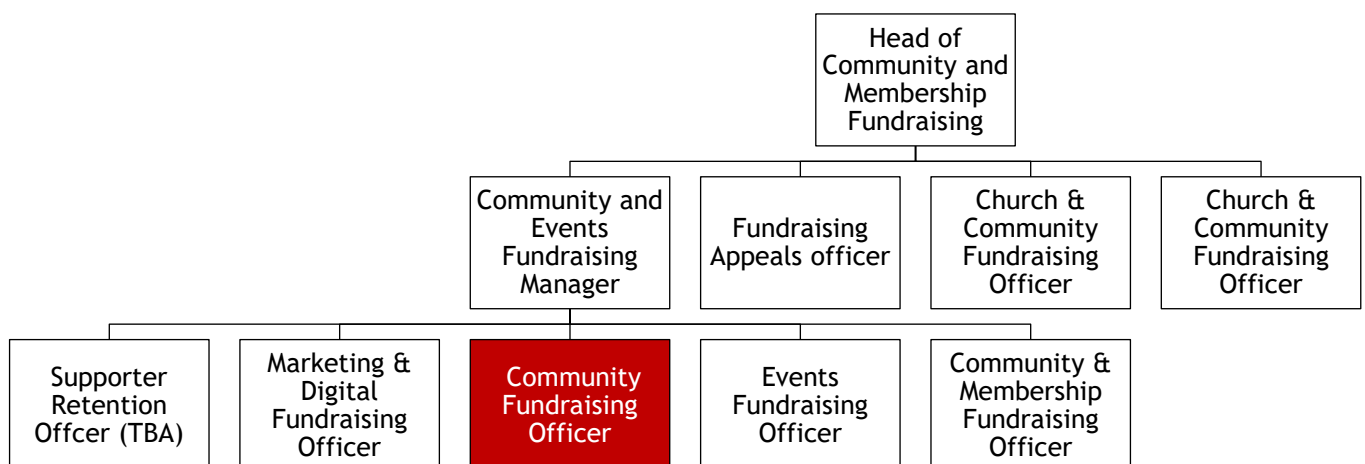


JOB PROFILE

Job title:	Community Fundraising Officer
Purpose:	Reporting to the Community & Events Fundraising Manager and working alongside some of the most talented fundraising professionals in the sector, you will support and guide individuals who raise funds for The Salvation Army in our communities, helping them reach their goals and, in turn, raise essential funds for our cause. The Community Fundraising Officer plays a key role in developing and growing our community fundraising programme. You will be responsible for inspiring and supporting individuals and groups who undertake community fundraising on behalf of The Salvation Army community. You will be supporting the mission of The Salvation Army by increasing income generated from community fundraisers, including schools, individuals, local businesses and community groups. This role is critical in expanding our supporter base, increasing engagement, and maximising fundraising income. Working together with teams across the organisation, you will contribute to a culture of innovation and collaboration to maximise the overall fundraising objectives.

The Community & Events Fundraising team sits within the Fundraising Department and its key purpose is to raise income from a portfolio of fundraising events and community fundraising. Whilst the team is small, it is a team of and passionate individuals who achieve big things. We have developed excellent relationships with our supporters and are constantly striving to innovate and deepen these relationships. With a new three-year fundraising strategy now in place, this is an exciting time to be joining The Salvation Army to play your part in driving income and engagement through community fundraising.

Organisation Chart



Report to:	Community & Events Fundraising Manager
Accountable to:	Head of Community & Membership Fundraising
Key working relationships:	<p>Departmental Head of Community & Membership Fundraising, Community & Events Fundraising team, legacies, philanthropy, supporter services, individual giving, marketing department, and PR department.</p> <p>Divisional Divisional Leaders, other divisional staff, Corps and Centre Managers, Service Centres, Regional Communications Officers</p> <p>External Event Participants and fundraisers, event organisers and suppliers and other charities</p>
People management:	The role does not have any line management responsibilities
Operating budget:	The role is not accountable for an operating budget

You will...

1. Management of community fundraising programme

- Develop and implement strategies to grow ‘Do it Yourself’ fundraising, empowering supporters to create their own fundraising initiatives and ensuring they have the resources, tools, and inspiration they need to succeed.
- Oversee online and offline resources (fundraising toolkits, guides, social media templates) to enable fundraisers to easily set up and promote their activities.
- Manage the DIY fundraising digital platforms(s) and ensure that fundraisers have a seamless experience when creating pages and tracking their progress.
- Collaborate with the marketing and communications teams to create compelling content that promotes DIY fundraising.
- Coordinate internal promotion of DIY events with key stakeholders to ensure alignment with broader fundraising and communications strategies.

2. Supporter Engagement and Stewardship

- Work with the supporter retention officer to develop engaging and personalised stewardship plans for all DIY fundraisers.
- Work with the marketing team to share success stories from DIY event fundraisers across various platforms, inspiring others to take part.

3. Data and Reporting

- Maintain accurate records of all DIY participants, tracking progress, and ensuring that data is correctly captured in the CRM system.
- Monitor and report on key performance metrics, including participant numbers, income generated, and engagement levels.
- Use insights from data to continually improve the supporter experience and identify new opportunities for growth in DIY events.

4. Relationship Building

- Develop strong relationships with community groups, businesses, and local organisations to promote DIY fundraising opportunities.
- Work closely with corporate partnerships, local fundraising, and major giving teams to maximise opportunities for collaboration and growth.
- Attend events as required by the Community Fundraising Events Manager to represent The Salvation Army.

5. Policies and Objectives

- Fulfil your duties in alignment with all relevant Salvation Army and statutory policies and in compliance with the Fundraising Regulator's Code.
- Undertake other duties and project work as required to meet the objectives of the unit.

You have...

- Previous experience of working successfully within a fundraising role (A,I)
- Proven experience of working to and achieving financial targets (A,I)
- Strong ability to innovate and drive income growth across different fundraising channels (A,I)
- Ability to analyse data to identify trends and report on findings to support decision making processes (A,I)

- Excellent attention to detail, experience of managing a busy workload, showing resilience, self-motivation, adaptability, working to tight deadlines and meeting your objectives successfully both as an individual and as part of a team (A,I)
- Demonstrable ability to record and monitor financial data, accurately and efficiently using spreadsheets and/or an accounting system and delivering standard financial reporting as required (A,I)
- Proven ability to meet requirements of confidentiality and experience of managing relationships with clients and delivering excellent customer service (A,I)
- Strong communication skills both verbal and written, and a proven ability to develop and maintain effective working relationships with colleagues and clients (A,I)
- Proven strong experience of using IT software such as Microsoft Office (Word/Excel/PowerPoint), Outlook, Teams and databases to enhance and improve the delivery of your duties (A,I)
- The ability and willingness to work within and be empathic with the Christian ethos and values of The Salvation Army Mission (A,I)

You may have...

- Knowledge of the work of The Salvation Army both as a church and a charity (A,I)
- A fundraising qualification (A,I)
- Experience of using the Visual Alms fundraising database (A,I)

How criteria will be assessed - (A) application form; (I) interview; (T) test; (P) presentation and (R) references.

We expect you to exhibit behaviours that model our values of *integrity; accountability; compassion; passion; respect and boldness*

This is the job profile as it is constituted at the date shown. It is the practice of The Salvation Army to examine job profiles in order to update them periodically and ensure that they relate to the job being performed, or to incorporate any proposed changes.