



Job description

Post:	Senior Community and Events Fundraiser		
Department:	Fundraising		
Reports to:	Community Partnerships and Events Lead		
<p>The post holder will engage with the community served by the Hospice to develop and implement plans for maximising income and support from individuals, groups and businesses. This will be achieved by working collaboratively with colleagues in the support of the broad income-generating initiatives the Fundraising department delivers, with a key focus on relationship building and management.</p>			
Signature:		Date:	

Our values and behaviours

Our Values are summarised by the acronym **I CARE**. They support our vision, mission and culture, reflecting who we are together and as individuals.

I CARE	
Integrity	<ul style="list-style-type: none"> • We are honest and open • We are trustworthy and authentic in our dealings with others • We always try to do the right thing
Compassion	<ul style="list-style-type: none"> • We are kind, supportive and caring • We have empathy and listen to those around us • We are warm and positive in our interactions
Accountability	<ul style="list-style-type: none"> • We work together to make the Hospice's vision a reality • We take responsibility for our work, performance and behavior • We acknowledge and learn from our mistakes
Respect	<ul style="list-style-type: none"> • We are inclusive, we value difference and work together effectively • We are sensitive to the thoughts, feelings and opinions of others • We treat everybody with dignity
Excellence	<ul style="list-style-type: none"> • We aim to be our best • We are forward-thinking and open to change • We share our skills, expertise and learning, striving for excellence together

Key Responsibilities

1. Ensuring the delivery of community and events fundraising plans and activities:

- 1.1. Manage, achieve and where possible exceed income and development targets, taking a lead and individual responsibility for specific projects, activities and events.
- 1.2. Ensure an excellent level of supporter care and stewardship to ensure that relationships with supporters are maintained and developed.
- 1.3. Project manage open challenges (e.g. London Marathon, skydiving, international bike rides etc.) including looking for new opportunities, liaison with third-party organisers, participant recruitment and participant support.
- 1.4. Work collaboratively with other teams across Fundraising and MarComms to market and promote fundraising products, activities and events.
- 1.5. Support the Community Partnerships and Events Lead and contribute to the development of annual plans and budgets.
- 1.6. Direct on the development, management and optimisation of events and products you are responsible for within the C&E portfolio.
- 1.7. Organise Princess Alice Hospice-led events as required, including liaison with venues, suppliers, monitoring expenditure against budget, volunteers and participants to give clear information and instructions and ensure all preparation is complete.
- 1.8. Ensure that accurate database records are kept in order to facilitate excellent relationship management with supporters.
- 1.9. Provide regular reports and information about activities, supporters and volunteers as necessary and upon request.
- 1.10. Be constantly alert to other opportunities for generating income that may arise, passing leads and intelligence gained in the community to other teams in Fundraising.
- 1.11. Monitor and evaluate projects and share learnings
- 1.12. Line management of the Community and Events Fundraising Assistant(s) through regular 1:1s, and ensuring they are well supported to deliver their objectives,

2. Striving to always place Princess Alice Hospice supporters first:

- 2.1. Provide and facilitate supporters with a choice of how they fundraise and work with the Hospice, being sensitive to and acknowledging the in-memory connection that many supporters will have.
- 2.2. Provide supporters with the information and advice to enable them to organise their own fundraising events and activities for the Hospice.
- 2.3. Build, encourage, support and nurture individual, group and community fundraisers to maximise opportunities and encourage repeat and ongoing participation in fundraising activities.
- 2.4. Ensure our supporters and supporting organisations are at the heart of all fundraising activities.
- 2.5. Give compelling talks and presentations to local groups and organisations to increase support and awareness for Hospice activities.
- 2.6. Engage with Friends Committees to maximise income and support their events.
- 2.7. Provide support and advice to the Hospice's retail shops on fundraising activities as appropriate.

3. Working with colleagues and volunteers:

- 3.1. Conduct periodic reviews and appraisals with the Community and Events Fundraisers.

- 3.2. Supervise the work of volunteers.
- 3.3. Work with Volunteering to recruit and train new volunteers. Ensure volunteers are supported and inducted into the Hospice and are fully able to undertake their roles.

4. Departmental

- 4.1. Keep up-to-date on current fundraising techniques, legal issues and methodology used in the not-for-profit sector.
- 4.2. Attend and contribute to all team meetings.
- 4.3. Deputise for the Community Partnerships and Events Lead as required.
- 4.4. Provide support to the Community Partnerships and Events Lead at Hospice events, as and when required.
- 4.5. Maintain strict confidentiality at all times.
- 4.6. Ensure that you and others live up to the Hospice brand and adhere and follow brand guidelines.

5. Other responsibilities

- 5.1. To undertake any other such duties or general tasks and hours of work as may reasonably be required and to work in other locations within the hospice organisation.

A job description is not a rigid or inflexible document but acts to provide guidelines for the duties expected while in the post.

This job description will be reviewed and amended in light of changing professional demands.

Personal specification

Post:	Senior Community and Events Fundraiser
Department:	Fundraising

Qualifications and Training

- Educated to A level standard or equivalent in relevant areas
- Highly proficient in Microsoft Office

Desirable:

- Fundraising related qualification or training
- Experience of, and training in, moving and handling techniques

Work background and experience

- Minimum 2 years' experience of fundraising in a community, challenge or mass participant event capacity
- Experience of establishing and maintaining strong relationships with individual fundraisers/supporters and of developing partnerships
- Experience of setting and working to budgets, targets and plans.
- Previous experience of managing staff and/or volunteers.
- Experience of delivering talks and presentations.
- Demonstrable track record in working with different audiences.
- Experience of working as part of a team.
- Understanding of and experience with using CRM databases.

Particular skills and aptitudes

- Strong interpersonal skills, with the ability to liaise with people at all levels, on the telephone, face to face and in writing.
- A determined and results-focused individual, including the drive and ability to meet and exceed financial targets.
- Able to build and maintain good working relationships with people.
- Awareness of how to motivate supporters/volunteers/staff.
- Excellent organisational skills and attention to detail.
- Ability to plan and prioritise shifting workload, work well under pressure, handle conflicting demands, multi-task and oversee the delivery of a wide range of projects.
- Evidence of delivering projects to a successful conclusion within time and on budget.
- Ability to work with fundraising committees.
- Able to analyse information and make objective decisions based on the outcomes.
- Knowledge of the principles of good donor management and/or customer care.
- Ability to learn and use new systems and processes.
- Adaptable to change.

Specialist Knowledge

- Demonstrable ability to deliver talks in public and to groups of supporters.
- Knowledge of fundraising regulations.
- Knowledge of databases eg. Donorflex CRM.

Personal qualities and other requirements

- Full driving licence.
- Motivated to work for a Hospice.
- Tact, diplomacy and ability to maintain confidentiality.
- Ability to work with people of different backgrounds and volunteers.
- Professional approach to represent Princess Alice Hospice at external events.
- Flexible and willing to work outside office hours, which may be significant at certain times of the year, some of which may involve lone working and handling money.
- Ability to transport fundraising materials to and from events.
- Ability to set-up events (eg gazebos)
- Awareness of, and commitment to the Mission, Vision and Values of the Hospice.
- To have an interest in/be active in the local community.