

## **Job Description                      Senior Fundraiser (Regional)**

### **Reports to                              Head of Fundraising**

#### **Job Summary**

As a key member of the fundraising team, the Senior Fundraiser for regional fundraising will take an active lead of all regional and community fundraising activity.

The role will proactively engage with local communities across the region (including Hampshire & IOW, Wiltshire, Dorset, Surrey, Berkshire & West Sussex) to maximise income generation by offering sector leading stewardship and ideation for new and existing supporters. They will be responsible for maintaining and developing new relationships with volunteer fundraisers, schools, community organisations, committees and small businesses.

There are no direct reports for the Senior Fundraiser, but they will work very closely with the other two Senior Fundraisers (Corporate Partnerships) the Senior Fundraiser (Major Donor & Legacy) and a Fundraising Administrator. In addition, they will work with the Events, Marketing and Supporter Services teams.

#### **Key Actions and Tasks**

1. To develop, implement and manage regional (community) fundraising the associated income and expenditure budgets, ensuring that all budget targets are achieved
2. To evaluate regional fundraising plans on a regular basis and make changes when necessary
3. To cultivate relationships with existing individuals, fundraising committees, businesses, schools and community groups by executing exemplary, personalised stewardships in order to maximise fundraising income, and to ensure their life long support.
4. To research and identify prospective new regional fundraising opportunities and activities and to produce funding proposals for donors and prospects, ensuring that the potential of these sources is fully maximised
5. To secure charity of year adoptions for organisations, including community groups, golf clubs, schools and smaller companies.
6. To undertake talks to community groups to maintain relationships, nurture new contacts and elicit donations.
7. To work closely with the Supporter Services Team and to uplift support under £1,000.
8. To actively promote and recruit participants to the Event Programme as per event target (to be outlined) for each activity.
9. To input into the development of the Ambassador programme, working with members of the Volunteer Support Team.
10. To work in conjunction with the Marketing Team to ensure strategic marketing and communication plans are created to promote community fundraising activity effectively
11. To support and manage volunteers utilising skills and resources available, working with other Trust personnel as appropriate.

12. To develop and maintain in-depth knowledge of the region, the companies, community and events including the smaller parishes that are in the region.
13. To produce monthly activity plans and reports.
14. To monitor income against agreed targets, escalating issues as necessary and agreeing remedial actions
15. To carry out any other duties as required by the Fundraising Management Team

## **Skills and experience**

- Proven success in a fundraising role with a minimum of 2 years fundraising experience.
- Highly developed written and verbal communication skills to deliver fundraising pitches, ideas and project updates to a range of audiences in a clear, inspiring and confident way.
- Excellent written skills with a proven ability to prepare and deliver compelling presentations and engage a wide range of audiences in large group and face to face individual settings
- Well-developed ability to build, manage and develop relationships with both individual and company supporters
- Self-starter, who is creative and pro-active.
- Excellent time management skills.
- A demonstrable structured and proactive approach to work.
- Member of the Chartered Institute of Fundraising.
- Ability to organise and plan own work, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives
- Willingness to be administratively self-sufficient.
- Sound understanding of budgeting techniques.

**Our Values** reflect and demonstrate how we **ASPIRE** to deliver our promise to the children, young adults, and families we support, to all our colleagues, our volunteers, supporters, and donors.

We **ASPIRE** to be:

### Agile

By taking the initiative, being innovative, showing flexibility and always listening and learning

### Supportive

By being committed to helping others and by acknowledging and rewarding contribution

### Proud

By recognising and celebrating our colleagues, the work we do and the difference we all make

### Inclusive

By creating an environment where everyone feels valued, empowered, respected, and heard, where everyone feels they belong

### Responsive

By being committed to taking responsibility, taking action, and getting results

### Encouraging

By inspiring everyone to do their best, to get involved and to strive to improve

**This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples the main role of the post-holder. It is therefore subject to alteration and development and will be reviewed jointly with the post-holder and the Director/Head of Fundraising.**

**Where the post holder has a responsibility to safeguard children, young people and adults at risk, they will be trained to the appropriate level as determined by the post.**