



## Job Description

Post Title:	Community Engagement Coordinator
Accountable to:	Director of Development and Fundraising
Responsible for:	Volunteer fundraisers and event organisers
Location:	Flexible
Contract:	12 months
Hours:	35 hours per week but will consider part time working
Salary:	£22,000 p.a. (or pro rata for part time)

### **Main Aspects of the Role**

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- Inspire and support fundraising from existing groups of volunteers (Friends for Life) and to encourage the development of new community fundraising groups;
- Organise, support and promote existing community fundraising events and to identify and develop new events in the designated area;
- Maximise the acquisition of new supporters from events, community based activities and by aiding the growth of Friends for Life groups;
- Secure new income for Life of £40k in the first year and to meet targets subsequent to that as agreed with the Director of Development;
- Maintaining a respectful and mutually supportive working relationship between volunteer groups with the charity, ensuring a consistent approach to messaging, marketing communications, PR and income generation by volunteers;
- Contributing to campaigning and promotional/advocacy initiatives as required and as an integral part of the Life Matters team.

### **Key Responsibilities:**

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#### **1. Volunteer fundraising**

- Identify and develop excellent working relationships with existing Life groups, at least 6 of which will be the focus for specific development of their fundraising capacity;
- Work with the selected Life groups to increase their income generation in addition to their current levels of fundraising;

- Liaise with the Development Team in their organising of national fundraising campaigns to ensure the support of volunteer groups;
- Coordinate the production of community fundraising resources such as posters and flyers with the Development Team;
- Set up new volunteer groups ('Friends for Life') who will focus exclusively on fundraising;
- Log and maintain collecting boxes;
- Implement a community fundraising strategy to attain the targets set out in (5) below.

## 2. Fundraising events

- Stimulate, encourage and support new fundraising events throughout the UK carried out by individuals, staff, schools, organisations or associations on behalf of Life;
- Assist and support any volunteers or groups of volunteers who wish to organise any fundraising event on behalf of Life;
- Ensure that the appropriate Health and Safety and Risk Assessment procedures are followed for each event;
- Develop the fundraising potential of existing Life fundraising events;
- Manage and promote the entry of Life participants in third party fundraising events;
- Identify and organise new umbrella fundraising events and promote wide participation and sponsorship;
- Coordinate the production and distribution of sponsorship forms and promotional materials;
- Tightly manage the collection of funds raised;
- Implement a fundraising events strategy to attain the targets set out in (5) below.

## 3. New Supporter Acquisition

- Aid and assist Life groups in recruiting new volunteers;
- Develop and implement mechanisms to engage new supporters for Life from events;
- Assist groups in identifying and engaging with potential sources of new supporters including churches, university groups or local events such as carnivals and county shows;
- Liaise with the Development team in any supporter acquisition campaigns and ensure the support of local volunteer groups;
- Contribute towards the growth of the Life supporter constituency;
- Implement a supporter acquisition strategy to attain the targets set out in (5) below.

## 4. Monitoring and Management

- Develop strategies and engagement plans to achieve the above outcomes;
- Monitor income against target, agreed KPI's and to report on the performance and development of fundraising groups and activities;
- Liaise closely with the Development Team, Executive Team members with oversight of regional Life groups and Life Links managers;
- Provide updated information for inclusion on the Life DRMS database;
- Monitor, maintain and support volunteer and event pages on the Life web site;

- Ensure compliance with and work in accordance to the relevant Life policies and procedures, specifically:
  - Data Protection
  - Fundraising Policy
  - Fundraising General Procedures
  - Health and Safety
  - Volunteer Policy
  - Equality Policy
  - Style Guide
  - Communications Procedures
  - Vision Mission and Values

## 5. Targets

- Increase income generated by Life volunteers and events by £40k in the first year, made up as follows:
  - Set up at least 4 new volunteer groups and support them in generating a total of £10k in the first year;
  - Work with at least 10 existing Life groups to increase their income generation by a total of £15k in the first year in addition to their current levels of fundraising;
  - Support and develop Life's two existing events so that they raise at least £5k between them;
  - Identify and organise at least 8 new umbrella fundraising events and increase income generation from them by £10k;
- Contribute towards the growth of the Life supporter constituency by at least 2% or 250 new names from volunteer events and group activities.

## **Safeguarding Children & Vulnerable Adults**

Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and adherence to, the appropriate organisational Safeguarding Policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training. All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally then you must ensure that you seek clarification from your immediate manager as a matter of urgency. Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regard to Safeguarding Children and Vulnerable Adults.

## **Personal responsibilities:**

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- Take full responsibility for the development and growth of the income streams set out above;
- To ensure that the resources used are authorised by the Director of Development and in line with the Life expenditure budgets;
- To assume responsibility for their own professional and personal development to ensure their continuing competence to deliver Life's requirements;
- Being fully aware of the current regulatory and legal requirements applying to their activities and ensuring that the volunteer groups are aware of and take responsibility for them;
- Ensure that all activity, contacts and outcomes are reported as required by the Director of Development and are correctly recorded in the Life DRMS database;

- Maintaining a full knowledge of other fundraising and communications activity such as national appeals, roadshows or public events so that they can be communicated to volunteers and inform the coordination of local activities;
- Undertake any other duties related to the work of Life reasonably required by the Director of Development.

### **Corporate Behaviours:**

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#### **All staff will be expected to:**

Work within the Charity's aims and objectives, upholding its vision and mission.

Demonstrate respect for others and value diversity

Act responsibly in regards to the health and safety of themselves and others

Focus on the service user and customer, both internally and externally, at all times

Make an active contribution to developing the service

Learn from, and share experience and knowledge

Keep others informed of issues of importance and relevance

Consciously review mistakes and successes to improve performance

Act as an ambassador for the Charity and maintain the highest professional standards at all times

Use discretion and sensitivity and be aware of issues requiring total customer confidentiality

Demonstrate a flexible approach to work.

#### **In addition, all managers and supervisors are expected to:**

Value and recognise ideas and the contribution of all team members

Coach individuals and teams to perform to the best of their ability

Delegate work to develop individuals in their roles and realise their potential performance

Provide support, feedback and guidance to all team members

Encourage their team to achieve work/personal

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This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in light of experience and/or organisational requirements, and in consultation with the post holder.

**Post Title: Community Fundraising Coordinator**

<b>Personal skill characteristics</b>	<b>Essential (Tick)</b>	<b>Desirable (Tick)</b>
<b>Communication</b>		
Strong presentational skills and ability to deliver persuasive presentations to promote the Charity with a wide range of individuals and external contacts.	✓	
Strong verbal and written communication skills.	✓	
Strong interpersonal and diplomatic skills across a wide selection of the community	✓	
Commitment to effectively developing a wide range of partnerships.	✓	
<b>Knowledge/Qualifications</b>		
At least 5 GCSE's or equivalent including Maths and English	✓	
Knowledge and experience of Fundraising, Community Fundraising or Marketing. A qualification in either Fundraising or Marketing would be beneficial.		✓
Computer literate, confident in using Microsoft Office, internet, email, social media	✓	
Knowledge of fundraising databases, in particular The Raisers Edge		✓
Previous experience in fundraising in either a paid or voluntary capacity	✓	
Experience in community and events fundraising and previous experience in Event Management	✓	
Experience in developing, building and managing successful volunteer or donor relationships	✓	
<b>Personal Qualities</b>		
Commitment to the vision, mission and values of the Charity	✓	
Capable of delivering results to tight deadlines and under pressure.	✓	
Able to prioritise and manage workloads		
Ability to monitor and provide accurate management information		✓
Full clean UK driving license	✓	
Have the use of own car within working hours.	✓	
To be flexible in working a e.g. weekend and evenings.	✓	