



Job Description

Post Title:	Community Fundraising Officer
Accountable to:	Director of Development & Fundraising
Responsible for:	Voluntary Community Fundraisers and Event Organisers
Location:	Liverpool, Leamington Spa, London or home based
Contract:	Full-time
Hours:	35 hrs per week

Main Purposes of the Job:

1. This key role is responsible and accountable to the Director of Development & Fundraising and will be responsible for income generation, supporter acquisitions, volunteer development and promotion of Life and its mission throughout the local community.
2. The post offers significant opportunities for innovation, development and growth of existing services, working closely and joint developments and working groups regionally.

Key Achievement Areas:

1. To inspire and support fundraising from existing volunteers or groups of volunteers (Friends for Life) and encourage the development of new community fundraising groups.
2. To organise, support and promote any existing community fundraising events and identify and develop new events in the designated area.
3. Maximise the acquisition of new supporters from events, community-based activities and by aiding the growth of Friends for Life.
4. Develop mutually beneficial relationships with churches and faith groups, schools or colleges, charities and other organisations in order to meet the primary objectives
5. Secure new income for Life of £45k in the first year and meet targets subsequent to that as agreed with the Director of Development & Fundraising.
6. Maintain a respectful and mutually supportive working relationship with volunteers and groups, ensuring a consistent approach to Life's messaging, communications, PR and

income generations.

7. Contribution to campaigning and promotional/advocacy initiatives as required and as an integral part of the Life Matters® team.
8. Liaise with Life Matters® Officers in the designated area to maximise supporter acquisition and fundraising opportunities from activities, in the areas which the Officers are engaged.
9. Implement a community fundraising strategy to attain the targets as set.

Volunteering Fundraising

1. To identify and develop excellent working relationship with existing volunteers and groups to increase their income generation in addition to their current levels of fundraising.
2. To recruit new volunteer fundraisers and encourage them to participate in Life's volunteer pathway.
3. To provide support for volunteer groups for national fundraising campaigns and appeals
4. Manage community fundraising resources such as posters and flyers with the Development Team.
5. Set up new volunteers' groups (Friends for Life) who will focus exclusively on fundraising.
6. To responsible for the placing and maintaining collecting boxes.
7. Develop relationships with Life Boutique staff in the designated area as a route to market for new supporters and for point of sale fundraising.
8. Assist the Trust Fundraising Coordinator in identifying opportunities for local grant applications through volunteers networks.

Fundraising Events

1. To stimulate, encourage and support new fundraising events in the designated area to be carried out by individuals, staff, schools, churches and faith groups, organisations or associations on behalf of Life.
1. To assist and support any volunteers or groups of volunteers who wish to organise any fundraising event on behalf of Life.
2. To ensure that the appropriate procedures (e.g. Health and Safety and Risk Assessment) are followed for each event.
3. Develop the full fundraising potential of existing Life Fundraising events
4. Identify, manage and promote the entry of Life participants in national and local third party fundraising events;
5. Identify and organise new Life national fundraising events and promote maximum participation and sponsorship;
6. Coordinate the production and distribution of sponsorship, sign up sheets and event promotional materials
7. Support and develop one or more of Life's existing national fundraising events as required by the Director of Development

8. Liaise with the Life Matters® Team to publicise events with local media and acknowledge outstanding fundraising achievements
9. Acknowledge, manage and report on the collection of all funds raised.

New Supporter Acquisition

1. To assist Life groups in recruiting new volunteers;
2. Develop and implement mechanisms to engage new supporters for Life from events
3. Work with the Director of Development to help them to identify new High Net Worth individuals in the designated area
4. Identify and engage with potential sources of new supporters including churches, local events such as carnivals and county shows, universities and colleges, maximising personal networking opportunities
5. Liaise with the Development team in any supporter acquisition campaigns, particularly through social media, and ensure the support of local volunteers;
6. Contribute towards the growth of the Life supporter constituency;
7. Ensure that new supporter details are correctly managed and recorded, including their entry on the Life DRMS.

Monitoring, Management and Targets:

1. To develop strategies and engagement plans to achieve the above outcomes.
2. Monitor income against target, agreed KPI's and to report on the performance and development of fundraising groups and activities
3. Liaise closely with the Development Team, Life Matters® Officers, Senior Leadership Team and Life Link Managers with oversight of regional Life groups;
4. To monitor, maintain and support volunteer and event pages on the Life web site;
5. To monitor, manage and report on giving platforms for volunteer fundraisers including but not limited to JustGiving;
6. To ensure compliance with and work in accordance to the relevant Life policies and procedures, specifically:
 - General Data Protection Regulations
 - Fundraising Policy
 - Fundraising General Procedures
 - Health and Safety
 - Volunteer Policy
 - Equality Policy
 - Style Guide
 - Communication Procedures
 - Vision Mission and Values

7. Generate income from community fundraising events and activities in the designated area of £45k in the first year;
8. Generate income from new and existing national fundraising events as required so that they raise a minimum of £10k in sponsorship;
9. Contribute towards the growth of the Life active supporter constituency by at least 5% or 500 new names from volunteer events and group activities in the designated area in the first year.

Other Duties:

1. Undertake any other duties that are essential to the job role.
2. Abide by and take responsibility for the implementation of Life's Equality Policy in all aspects of service delivery and working practice. Contribute positively to identifying and developing service improvements which respond to equality and diversity issues.
3. Work in accordance with the Data Protection Act 1998 and Life's Data Protection Policy.

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

The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements

Corporate Behaviours:

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 regard to the health and safety of themselves and others
 Focus on the service user and the 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 their work.

Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you

In addition, all managers and supervisors will be 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 life balance

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 Officer

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Knowledge/Qualifications		
Fundraising Qualification (i.e. Institute of Fundraising)		✓
Educate to degree or higher education standards	✓	
GCSE (or equivalent Level) in English and Mathematics	✓	
Possessing the authority, presence and integrity to command respect from colleagues within the Charity, and from external contacts.	✓	
Experience		
Significant experience in management within one of the following: Voluntary, public or business sectors	✓	
Strong written and verbal communication skills	✓	
Commitment to developing an effective range of partnerships	✓	
Business Management		
A well-developed understanding of the dynamics of Community Fundraising within a charity		✓
Experience in formulating and implementing strategy and delivering results.	✓	
Experience in event management		✓
Knowledge of current challenges and policy changes within the voluntary/public sector		✓

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Personal Qualities		
Committed to the vision, mission and values of the Charity as a pro-life charity.	✓	
Ability to manage relationships diplomatically and positively, to make volunteers and supporters feel valued		✓
Resilient and robust with a positive outlook, able to manage challenging situations or difficult relationships	✓	
Energetic with a high degree of personal drive	✓	
Flexible attitude towards the job including working hours, locations, reporting and practices required	✓	
A confident and effective decision maker.	✓	
Ability to obtain and interpret relevant information analyses complex data, review alternate solutions and come to timely and well informed conclusions.	✓	
Commitment to quality, customer service, best practice and best value in all aspects of the Charity's operation	✓	