



Job Description

Post Title:	Retail Community Fundraiser
Responsible to:	Deputy Chief Executive Officer
Responsible for:	Volunteers, Fundraisers and Event Organisers
Location:	Flexible
Contract:	Permanent, Full-time
Hours:	35hrs per week, Monday to Saturday
Salary:	£20,000.00, negotiable dependent on experience

Scope:

A full-time role, 35 hours per week over 6 days.
 Home Based, with extensive travel and some overnight stays expected.
 Weekend and bank holiday working

Main Purposes of the Job:

1. To be the key fundraising point of contact and representative for your assigned Region, pro-actively engaging with shops, community groups, schools, church groups, individual supporters, charity partners and local media in support of individual Life shops.
2. Inspire and support fundraising from existing groups of volunteers (Friends for Life) and to encourage the development of new community fundraising groups around shop locations.
3. Identify, Organise, support and promote new community fundraising events in support of Life.
4. Maximise the acquisition of new supporters from events, community-based activities and by aiding the growth of Friends for Life groups.

5. 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.

Key Responsibilities:

Maximising Fundraising

1. Achieves financial targets through high volume activity in the local community by generating and building relationships within the local area of shop sites, to include community groups, organisations, volunteers and supporters.
2. Actively seeks out and Organises cash collections, through public venues and collection tins in the local area.
3. Liaise with the retail team to identify fundraising opportunities such as local partnerships, pro bono charity day volunteering, organising events and fashion shows to promote the shops.
4. Generates revenue for expenditure items in the retail budget, including shop fixtures and fittings, clothing bank placement and funding and stock procurement.
5. Develop networks and raise the Charity's profile with community groups, associations and charity partners.
6. Confidently seeks out new supporters of Life and ensures they are entered in the Charity's supporter journey, in liaison with the Development team

Volunteer fundraising:

1. Support, lead, motivate and develop existing Life Groups to deliver on and exceed targets and objectives for local fundraising and events.
2. Recruit new volunteers to new and existing groups, delivering the relevant support to ensure they become effective.
3. Assist with the local retail campaigns such as volunteer recruitment or stock procurement.

Fundraising events:

1. Stimulate, encourage and support new fundraising events throughout the region carried out by individuals, staff, schools, organisations or associations on behalf of Life.
2. Ensure that the appropriate Health and Safety and Risk Assessment procedures are followed for each event.

3. Develop the fundraising potential of existing Life fundraising events, in liason with the Director of Development.
4. Manage and promote the entry of Life participants in third party fundraising events.
5. Identify and organise new umbrella fundraising events and promote wide participation and sponsorship.
6. Coordinate the production and distribution of sponsorship forms and promotional materials.

New Supporter Acquisition:

1. Aid and assist Life groups in recruiting new supporters.
2. Develop and implement mechanisms to engage new supporters for Life from events;
3. Assist groups in identifying and engaging with potential sources of new supporters including churches, university groups or local events such as carnivals, fashion shows and county shows
4. Liaise with the Development team in any supporter acquisition campaigns and ensure the support of local volunteer groups.
5. Contribute towards the growth of the Life supporter constituency;

Monitoring and Management:

1. 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 Deputy CEO, Development Team, Leadership Team members with oversight of regional Life groups and Life Links managers;
4. Provide updated information for inclusion on the Life DRMS database;
5. Monitor, maintain and support volunteer and event pages on the Life web site;
6. 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

Administration and Finance:

1. Responsible for carrying out community fundraising administration and ensuring that all donor information is entered onto Raisers Edge.
2. Responsible for monitoring the community fundraising expenditure and that it is in line with the agreed set budget.

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.

A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services, including the Operations Team, are aware of and deliver their individual responsibilities.

Safeguarding Children & Vulnerable Adults

Safeguarding is everyone's responsibility and all employees are required to act in such a way that always 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 regarding Safeguarding Children and Vulnerable Adults.

Corporate Behaviours

All staff will be expected to:

Work with 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 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 commit 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: Retail Community Fundraiser

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Communication		
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.	✓	
Knowledge/Qualifications		
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	✓	
Personal Qualities		
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.	✓	