



Job Description

Title:	Head of Community Fundraising
Accountable to:	Director of Development
Responsible for:	Fundraising Co-ordinators, Volunteers, Supporters
Location:	Hybrid
Contract Type:	Permanent
Working Hours:	35hrs per week including some evening and weekend
Benefits:	25 days holiday plus bank holidays (pro rata), Pension Scheme, Flexible working arrangements, Birthday leave after 2 years' service, Paid mileage for travel to locations other than base location.

Main purposes of the job:

- You will manage and lead on four core income streams with a strong focus on Business partnerships and Community Income.
- You will be a high performing fundraiser with experience of leading and managing a team to deliver income growth.
- You will be ambitious and proactive and relish the opportunity to support the charity to achieve its ambitious goals.
- You will effectively and enthusiastically initiate and manage high volume Community Fundraising activity by engaging and building on relationships within the local community in supporting the Charity within the UK. To include community groups, organisations, volunteers and supporters.
- You will develop, support and manage the volunteer and friends of Life network.

Key achievement areas:

- 1) To Devise a Community Fundraising Strategy to be approved by the Senior Leadership Team.
- 2) Write the income and expenditure budgets for the Community Fundraising department, monitor and report on budget performance to the Director of Development.
- 3) Take overall responsibility for the development of the Charity's volunteer workforce and create the policies and protocols necessary to support the expansion of our Volunteer networks and the retention of skilled volunteers who engage in fundraising activities.
- 4) Co-ordinate and manage community fundraising, comprising community, corporate relationships, business partnerships, events, volunteer co-ordination, cash collection opportunities and recruiting regular givers.
- 5) Attain and manage a portfolio of corporate fundraisers and local partnerships and

create networking opportunities to source and establish new relationships with potential donors.

- 6) Develop the Community Fundraising annual operating plan to meet the Charity's five year strategy.
- 7) Recruit, manage and develop a team of Fundraising Co-ordinators in order to achieve their individual area objectives and wider organisational objectives

Key Skills:

- **Excellent written and oral presentation skills** – You will be required to make regular presentations to Trustees, Senior Managers or potential donors.
- **Networking skills** – You will be called upon to represent Life to potential donors and persuade them that our cause is the only one they should contribute to.
- **Effective Management skills**- You will be required to recruit and line manage a community fundraising team.
- **Digital skills**- Mobile and online giving are an increasingly integral part of community fundraising, you will need to be adept at using these technologies to promote the Community fundraising activities.
- **Innovation skills** – You will need strong ideas about how to diversify community fundraising activities
- **Budget management skills** – You will need to work effectively with limited resources
- **Time Management skills** – You will need to be able to prioritise and meet deadlines
- **Fundraising Code of practice** – You will need to adhere to all applicable Fundraising codes of practice as issued by the Fundraising Regulator
- **Qualifications** – You will be a member of the Institute of Fundraising

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 are aware of and deliver their individual responsibilities

Safeguarding Children & Adults at Risk of Harm:

- 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 adults at harm of risk.
- 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 seek clarification from your immediate line manager as a matter of urgency.

- Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regards to Safeguarding Children and Adults at Harm of Risk.

Corporate behaviours:

All staff are expected to:

- Work towards the charity's aims and objectives, and uphold it's vision and mission
- Operate in line with our core workplace values which are:
 - Humanity – All people are special and equal
 - Solidarity – We're with you and for you
 - Community – We're better together
 - Charity – Doing good for one another
 - Common Good – Building a better world
- Demonstrate respect for others and value diversity
- Act responsibly regarding the health and safety of themselves and others
- Focus on the client and customer, both internally and externally, at all times
- Make an active contribution to develop 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 always maintain professional standards
- 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 to perform to the best of their ability
- Delegate work to develop individuals in their roles and realise their potential
- Provide support, feedback and guidance to all team members and 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 consultation with the post holder.

Post title: Head of Community Fundraising

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Values & Behaviours		
Ability to demonstrate, understand and apply our workplace values. These are embedded in all roles and employees must evidence their attitudes/behaviours	✓	
Committed to the vision, mission and values of the charity	✓	
Leadership		
Ability to lead, inspire and motivate a team of staff and volunteers	✓	
Proven ability to interact at all levels and across all sectors with the gravitas and authority to influence and negotiate	✓	
Experience of organising and prioritising a demanding workload	✓	
Ability to communicate clearly and persuasively in writing or orally to all levels of supports and community leaders	✓	
Business Management / Service Delivery		
Ability to devise, analyse and interpret budgets and management account information	✓	
IT literate in Office 365, internet and CRM database systems	✓	
Sound knowledge of legislation, regulations and financial issues related to fundraising	✓	
Strategic Ability / Innovation		
Ability to innovate in a competitive fundraising environment	✓	
Experience of managing projects at departmental or organisational level	✓	
Ability to network, source and manage long term profitable relationships with individuals and organisations	✓	
Ability to think strategically at department level and influence senior management decision making.		
Experience / Knowledge / Qualifications		
Proven experience of working within a charity in a similar role		✓
Member of the IOF	✓	
An undergraduate degree or Masters degree		✓
Has a comprehensive knowledge of community fundraising	✓	
Communication		
Strong verbal and written communication skills	✓	

Communicates effectively and openly at all levels	✓	
Experience of communicating effectively with a wide range of people to identify their needs, preferences and demands	✓	
Ability to promote the charity to a wide range of individuals and external contacts	✓	
Personal		
Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation	✓	
Ability to work with people at all levels	✓	
Positive outlook and approachable personality	✓	
Ability to work on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	
Ability to prioritise workload and plan time	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	

Internal Use Only

Approved By: Kerry Smart

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