



Job Description

Title:	Community Fundraising Lead: Supporter Acquisition
Accountable to:	Head of Fundraising
Responsible for:	Volunteers, supports
Location:	Hybrid-working based in the Midlands, with frequent travel to supporter locations (Home Counties/ Midlands) and occasional travel to Head Office (Leamington Spa)
Contract Type:	Permanent
Working Hours:	21 hours a 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:

Reporting to the Head of Fundraising and working in close partnership with other team members, the postholder will be responsible for implementing a community fundraising strategy across a diverse range of networks – including individuals, organisations and businesses. Liaising with people at all levels, the role will be varied and have the potential for the post-holder to be creative in testing out new activities, with the opportunity to promote and be involved with exciting national campaigns and events.

The postholder will be responsible for recruiting and supporting volunteers to fundraise and deliver income growth; balancing the need to be hands-on and actively fundraise with developing fundraising initiatives for the long-term. They will be ambitious and proactive, supporting in the creation of new relationships and looking for ways to promote the charity in various local settings. Working with both the Marketing and Income Generation teams, there will be opportunities to collaborate on projects and develop leads for support to maximise on fundraising activities and donor acquisition.

Key achievement areas:

- 1) Achieve fundraising targets by generating and building on relationships within local communities to include community groups, churches, organisations, volunteers and supporters.
- 2) To support and maximise the effectiveness of existing local fundraising initiatives.
- 3) Work with local churches to increase local knowledge of what we do, encourage support through fundraising activities and collections, and build on/promote the charity's new Ambassador programme.

- 4) Develop a fundraising toolbox, including a portfolio of events that become the hook for fundraising, engaging new and lapsed supporters – as well as digital assets and optimisation in partnership with Marketing
- 5) Oversee a small team of volunteers involved with community fundraising, ensuring they are supported in their activities and in line with the community and events fundraising strategy, giving them the tools they need to succeed.

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

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

Charitable Ethic & Fundraising:

Life relies on voluntary income to deliver our vital services. As a result, all staff and volunteers are required to have a charitable ethic, ensuring we are careful with our donor's funds and representing the best value for money in everything we do. This includes being an ambassador for fundraising, retail and marketing when we represent Life in each of our roles; looking for funding opportunities to pass onto the income generation team as well as taking a personal interest in supporting income generation for Life.

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.

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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 volunteers	✓	
Ability to communicate clearly and persuasively in writing or verbally to supporters and volunteers	✓	
Business Management / Service Delivery		
Ability to manage and deliver agreed income targets	✓	
IT literate in Office 365, internet and CRM database systems	✓	
Sound knowledge of legislation, regulations and financial issues related to fundraising	✓	
Ability to work across a wide geographical area where necessary	✓	
Ability to network, source and manage long-term profitable relationships with individuals and organisations	✓	
Experience / Knowledge / Qualifications		
Proven experience of working within a charity in a similar role		✓
Has a comprehensive knowledge of community and events 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	✓	
Full driving license and access to your own car	✓	

Internal Use Only

Approved By:

Issue No:

Approved Date:

Review Date: