

Job Description and Person Specification

Job Title:	Corporate, Events and Community Fundraising Manager
Line Manager:	Director of Fundraising and Communications
Professionally Accountable to:	Director of Fundraising and Communications
Hours of Work:	37.5 hours per week. Flexible working hours, which will include some working at weekends and evenings

Job Purpose:

Lead Weston Hospicecare's corporate, event and community fundraising to deliver substantial and sustainable income growth to support the work of the hospice, forging and developing strong relationships and developing multi-year plans to significantly increase income and support in these areas. Deliver excellent donor stewardship and lead a small team of staff and volunteers.

Responsibilities:

- Develop and implement plans to maximise income from existing and new corporate supporters across all ranges of corporate income streams, including charity of the year partnerships, employee fundraising, payroll giving, sponsorship, donations, gifts in kind and volunteering.
- Develop and implement a plan to increase income from challenge events, developing and maintaining a varied, appealing and sustainable calendar of third party challenge events ensuring strong recruitment and communication plans are in place for each event.
- Identify, contact and maintain relationships with key community supporters with a focus on developing long-term support.
- Support the Events Fundraiser to develop a strong programme of fundraising events to maximise income and increase engagement.
- Working alongside the Director of Fundraising and Communications, to deliver excellent stewardship for all supporters to maximise the diversity of their support, return on investment and retention.
- Ensure the fundraising database (DONOR) is maintained and kept up-to-date in line with team responsibilities and all supporter consent is recorded in line with the Code of Fundraising and General Data Protection Regulation (GDPR) requirements.
- Develop creative fundraising ideas, proposals, appeals and events to engage new and existing supporters and monitor and report on their results.
- Be the lead specialist in corporate, challenge and community fundraising and maintain a strong knowledge of relevant legislation and fundraising best practice.
- Work with the Communications team to develop and implement marketing communications plans for corporate, event and community fundraising, including press, social media, digital and printed communications, as well as maximising any PR opportunities.

- Be responsible for leading on fundraising volunteers across the department, working closely with the volunteer team; identifying resource needs, recruiting fundraising volunteers and putting processes in place for effective management and supporter care of fundraising volunteers.
- Manage direct income and expenditure budgets, reporting any risks and opportunities regularly to the Director of Fundraising and Communications, and providing analysis and reforecasting for above income areas as required.
- Line manage the Events Fundraiser and the two (part-time) Community Fundraisers, setting and monitoring annual objectives and monthly financial and activity targets, and conducting regular one to ones.
- Report to, and work with, Director of Fundraising and Communications, to develop the strategy for community, corporate, challenge and events fundraising, and implement it, in line with the departmental fundraising plan.
- Updating relevant social media channels in conjunction with the Communications team as and when necessary.

Any other reasonable duties to support the fundraising team and its goals as defined by the Director of Fundraising and Communications.

CONFIDENTIALITY

The post holder must maintain the confidentiality of information about donors, patients, staff and other hospice business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty.

ADDITIONAL JOB FACTS

There will be times when you will be required to work at weekends and in the evenings. This is recorded and redeemable as Time in Lieu.

PROFESSIONAL RESPONSIBILITIES

- To maintain confidentiality
- To work within the policies and guidelines of Weston Hospicecare
- To be familiar with fire, emergency and safety regulations, ensuring attendance at statutory updates
- To maintain good working relationships with all members of the hospice staff and volunteers
- Undertake any in-service training in line with Weston Hospicecare policies

PEOPLE MANAGEMENT RESPONSIBILITY

Events Fundraiser

2 x p/t Community Fundraisers

Volunteers

EDUCATIONAL RESPONSIBILITIES

- To participate in the orientation and development of new staff members and volunteers
- To keep up to date with current practice and legislation
- To maintain and extend personal knowledge and expertise in all aspects of the role and to share information
- To attend all statutory and mandatory training as required

HEALTH AND SAFETY

Under the provision of the Health and Safety at Work Act 1974, it is the duty of every employee:

- To take reasonable care of themselves and others at work
- To co-operate with the hospice as far as is necessary to enable them to carry out their legal duty
- Not to intentionally or recklessly interfere with anything provided, including personal, protective equipment for health and safety or welfare at work

DATA PROTECTION

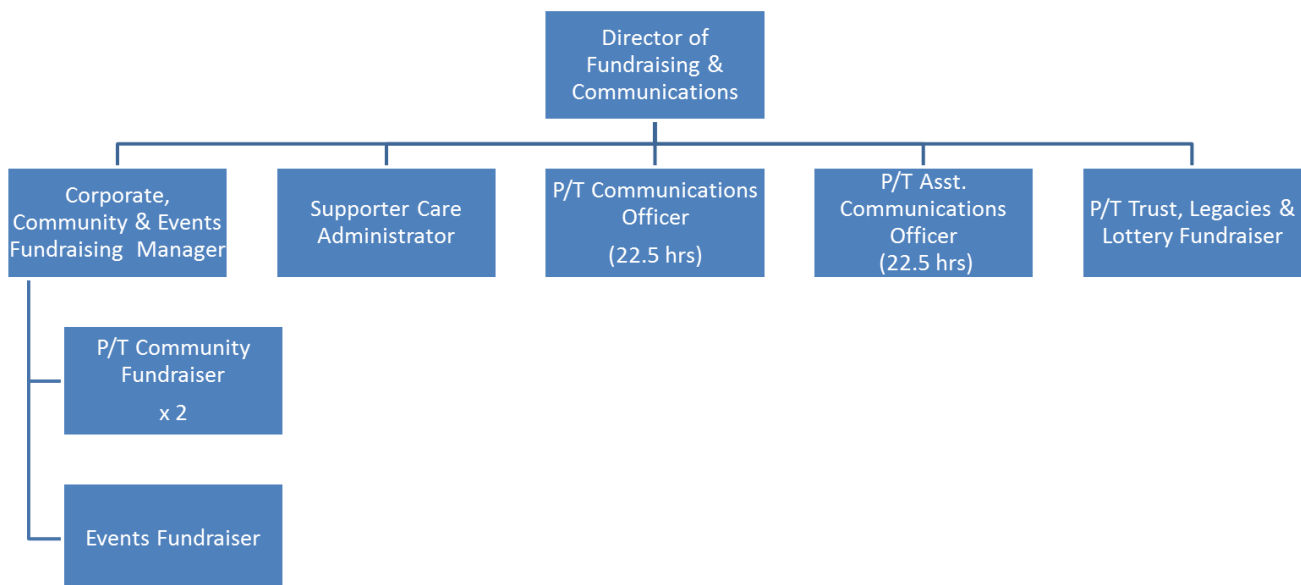
You are required to obtain, process and/or use information held on computer. This must be undertaken in a lawful way. Data held must not be disclosed in a way that is incompatible with such a purpose. Breaches of confidentiality in relation to data will result in disciplinary action, which may result in dismissal.

SCOPE OF JOB DESCRIPTION

This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties, but gives a general indication of work undertaken, which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

This job description is subject to periodic review and amendment.

Organisational Chart



PERSON SPECIFICATION – Corporate, Events and Community Fundraising Manager

Criteria	Essential/ Desirable	How Evidenced & Assessed
Qualifications and Training		
<ul style="list-style-type: none"> Educated to 'A' level or equivalent Relevant degree Fundraising qualification 	E D D	A A A
Experience and Achievements (<i>paid/unpaid</i>)		
<ul style="list-style-type: none"> Effective management, leadership and motivation of teams Proven experience in developing and managing a successful programme of challenge events Community fundraising income growth and new product development from groups and individuals Proven successful experience in corporate fundraising or a sales environment generating significant income Experience of providing, developing and managing budgets, providing financial reports and reaching targets Experience in writing fundraising proposals and delivering presentations and speeches to a wide variety of audiences Proven ability to manage and develop a number of diverse relationships Events management and organisation Experience of managing volunteers 	E E E E E E E D D	A/I A/I I A/I A/I A/I A/I A/I A/I
Skills, Abilities and Personal Qualities		
<ul style="list-style-type: none"> Commitment and sympathy with the aims of the hospice movement Tact and sensitivity Highly developed communication and interpersonal skills Excellent understanding and practice of supporter care Competent with fundraising databases and management and analysis of data Good knowledge and use of Microsoft office Highly motivated and good at motivating others Excellent organisational skills Creative thinker; quick to respond to opportunities Tenacity, resilience and the ability to persevere Enthusiastic and strong team player and willingness to get involved Knowledge of best practice requirements and legislation for fundraising in the UK, including the Code of Fundraising Practice, and the forthcoming General Data Protection Regulation 	E E E E E E E E E E E E	A/I A/I I A/I A/I A/I A/I A/I A/I A/I A/I
Working Environment		
<ul style="list-style-type: none"> Flexible approach to working hours, with a willingness to occasionally work unsocial hours 	E	A/I

Key

E Essential
D Desirable

How Evidenced

A Application
I Interview