

## Job Description and Person Specification

Job Title:	Community Fundraiser
Line Manager:	Community Fundraising Manager
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. Working from home will not exceed 1 day p/w

### JOB PURPOSE

- Maximise fundraising within the local community in line with the aims and objectives of the Fundraising Strategy
- Work with a wide range of people, ensuring a positive supporter experience both face to face and through administrative duties
- Continually look to raise the profile of Weston Hospicecare, championing all aspects of the charity's work through local PR and working with SMEs, the local community and hospice volunteers
- Working within the Community Fundraising team to develop and deliver hospice ran community event such as the Summer and Christmas Fayre

### RESPONSIBILITIES

#### Fundraising

- Working as a member of the Community Fundraising team, to help develop the fundraising plan in order to meet agreed annual financial targets, to raise the hospice's profile and to broaden our supporter base
- To work within the Community Fundraising team to plan and organise hospice-ran community fundraising events and activities in order to engage support for Weston Hospicecare
- The Community Fundraiser will be assigned geographic locations within the hospice's catchment area and will be responsible for all aspects of community fundraising within these areas and beyond when required. To include, but not limited to, the following:
  - To inspire new supporters to raise money for the hospice, while maintaining and developing relationships with existing supporters
  - To work to grow the support of the hospice from Friends groups in identifying new opportunities and supporting groups in their fundraising activities
  - To provide encouragement, appropriate support and excellent customer service to individuals and groups fundraising for the hospice, including churches, schools, social groups, Weston Hospicecare Friends Groups, local businesses and others
  - To manage a network of community collection tins and the volunteers associated with these
  - To explore new fundraising activities, methods and initiatives to increase income and raise the profile of the hospice
  - To undertake all administrative functions necessary for the smooth running of community fundraising
  - To attend internal and external events to network, to work with colleagues at the hospice and follow up on contacts to support fundraising activities



## Marketing and Promotion

- To work with the Communications Team to produce compelling marketing materials for community fundraising and to maximise income and profile through social media
- To promote and represent Weston Hospicecare in your area via networking and media to increase awareness of the hospice and strengthen local community support.

## Organisation and Management

- To work with the Supporter Care team to maintain highly organised administrative systems, effective recording of activities and the maintenance of community records on the fundraising database
- To ensure income is correctly recorded and monitored
- To ensure that all supporters and prospective supporters are managed on the database and are appropriately updated in line with the Data Protection Act
- Working with the Community Fundraising Manager, to regularly analyse performance to ensure that targets are met and that learning is recorded so that improvements can be made

## Volunteers

- To ensure volunteers are recruited as needed to support community fundraising programmes and that they are properly briefed, supervised, encouraged and acknowledged

## General

- To work closely with other members of the Fundraising and Communications Team and to actively participate in the wider activities of the hospice
- To ensure your work and that of volunteers meets Institute of Fundraising and Fundraising Standards Board best practice guidelines
- To work closely with the Community Fundraising Manager to participate in the annual planning and budgeting process

## Professional Responsibilities

- To maintain confidentiality.
- To work within the policies, procedures and guidelines of Weston Hospicecare, in accordance with statutory requirements, and to best charity fundraising and communications practices.
- To be familiar with fire, emergency and safety regulations, ensuring compliance across all fundraising and sites/events.
- To maintain good working relationships with other members of the hospice staff and volunteers.
- Undertake any in-service training in line with Weston Hospicecare's policies.

## Educational Responsibilities

- To participate in the orientation and development of new staff members and volunteers.
- To keep up to date with sector best practices and legislation.
- To maintain and extend personal knowledge and expertise in all aspects of the role and to share information openly.
- 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 control and process data held on computer. This must be undertaken lawfully in compliance with the UK's GDPR and Data Protection Act. Breaches of confidentiality in relation to confidential, personal or sensitive data will result in disciplinary action, which may include dismissal.

#### Additional Job Facts

- Maintain a smart, professional appearance at all times in line with Hospice policy.
- Conduct yourself in accordance with the Hospice values, and to be a good ambassador for the Hospice.
- Demonstrate a responsible attitude towards economy and care of equipment and other resources.
- 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.

#### 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.



**PERSON SPECIFICATION – COMMUNITY FUNDRAISER**

Criteria	Essential/ Desirable	How Evidenced & Assessed
<b>Qualifications and Training</b>		
<ul style="list-style-type: none"> <li>▪ Good standard of education including English and Maths</li> <li>▪ Educated to HND level or have equivalent professional experience</li> <li>▪ Hold a professional charity related qualification</li> </ul>	E D D	A/C A/C A/C
<b>Knowledge, Skills and Experience</b>		
<ul style="list-style-type: none"> <li>▪ Must be PC literate</li> <li>▪ Familiarity with community fundraising practices</li> <li>▪ Experience in delivering successful projects and events</li> </ul>	E D D	A A/I A/I
<b>Communication and people skills</b>		
<ul style="list-style-type: none"> <li>▪ Excellent verbal and written communications skills demonstrated by an enthusiastic and engaging manner</li> <li>▪ Ability to inspire support from a wide range of people</li> <li>▪ Fully understand and empathise with the work of the hospice, in order to talk about it to supporters and stress its value and importance</li> <li>▪ The postholder will come across people who have been bereaved and will need to behave in a compassionate and professional manner</li> </ul>	E  E E  E	I  I I  I
<b>Organisational Skills</b>		
<ul style="list-style-type: none"> <li>▪ Proactive and highly organised</li> <li>▪ Ability to manage a wide-ranging and fluctuating workload that is both proactive and reactive</li> <li>▪ With the support of the Community Fundraising Manager, plan activities and manage own workload to ensure goals and targets are met</li> </ul>	E E  E	A/I A/I  A/I
<b>Special Knowledge</b>		
<ul style="list-style-type: none"> <li>▪ Knowledge of Institute of Fundraising Code of Practice</li> <li>▪ Knowledge and understanding of the Charities Act and laws which are relevant to fundraising practice</li> <li>▪ Knowledge and understanding of Gift Aid and other tax issues and how these apply to donors</li> <li>▪ Familiarity with the catchment area of Weston Hospicecare</li> </ul>	D D D D	A/I A/I A/I A/I



Other Requirements		
<ul style="list-style-type: none"> <li>▪ Responsible, hard-working and enthusiastic, self-motivated, highly personable and compassionate, confident, flexible, organised, creative, sense of humour, honest</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Ability to work effectively under pressure</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Able to work as part of a team</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Able to transport yourself within our catchment area</li> </ul>	E	A/I

**Key:** E = Essential  
A = Application

D = Desirable  
I = Interview

C = Certificate

