

## **PILGRIMS HOSPICES – JOB DESCRIPTION**

### **COMMUNITY FUNDRAISING OFFICER (ASHFORD)**

#### **MAIN PURPOSE AND SCOPE OF THE JOB:**

The role of the Community Fundraising Officer is to help support and develop Community Fundraising within the Ashford catchment area. Community Fundraising is integral to Pilgrims organisational engagement in east Kent and is a key objective to increase reach, deliver excellent supporter care, raise awareness at a local level; to nurture and drive income generation and to help support Pilgrims ambitions of community focussed giving.

The postholder will be responsible for helping to support Community and Event Fundraising. To cultivate and motivate donors within the east Kent community; putting the supporter at the heart of Pilgrims' supporter care. The role will engage with local donors, community groups, schools, venues and 'on-behalf of' fundraising groups. As well as supporting those wishing to deliver their own 'in aid of' (third-party) activity and helping to support local community event activity.

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#### **POSITION IN ORGANISATION:**

<b>Reports to:</b>	Community Fundraising Manager (Ashford)
<b>Responsible for:</b>	Community Fundraising Volunteers
<b>Key Relationships:</b>	Community Fundraising Teams in the 2 other hospices, Events Team, Corporate & Trusts Partnerships Team, Marketing & Communications Team, Individual Giving Team, Lottery Team, Retail Managers, Supporter Relations Team and volunteers

#### **DUTIES AND KEY RESPONSIBILITIES**

##### **Supporting local Community and Events Fundraising**

- The postholder will help to support community fundraising within the Ashford area. This role will engage with supporters; with a particular focus on community events, schools, clubs, groups, store/venue pot collections and on-going volunteer engagement.
- The Community Fundraising Officer will build positive relationships with community stakeholders and ensure the delivery of an excellent donor experience, helping supporters reach and exceed their fundraising targets, ensuring their continued support.
- To ensure that supporters have the right toolkits, collateral and materials to successfully reach their own fundraising goals and ambitions.
- Help to support the Community Fundraising Manager to deliver local community fundraising activities to the highest standard; to support all events and community activities and ensure that they are well organised; working with external suppliers and other Pilgrims representatives to ensure events are safely controlled.
- To respond to telephone and email enquiries about how to support the hospice, providing excellent care and the appropriate information. Ensuring the Donorflex database is updated when required.
- To help support the management of the community pipeline and ensure all stakeholders are well supported, motivated and informed.

- To organise and develop supermarket, street and mass event collections; overseeing volunteer resource, health and safety/logistics and to ensure the smooth running of events.
- To assist with community activities and coordinate local hospice events, assisting with logistics, recruitment and management or marshals/volunteers, producing briefing materials and coordinating day management plans.
- To engage local retail venues to place static collection pots within their sites.
- To oversee the return and distribution of collecting pots and ensure that all staff and volunteers adhere to cash handling processes and procedures; following Pilgrims auditing and administration requirements. Utilise Volunteer Pot Coordinators to carry out collections where possible.
- To coordinate schools and youth groups fundraising in aid of Pilgrims. Help to engage, motivate and inspire local schools and groups to learn and understand the work of the hospice for the benefit of the community. Lead on income generation activities relating to school/youth projects and products; such as attending school assemblies, supporting school/youth groups fundraising activities and helping to support local recruitment to community events and Letters for Santa product fulfilment.
- To source and oversee tombola/raffle prizes for the hospice and local supporters to aid fundraising endeavours.
- To coordinate the storage and distribution of stock, materials and equipment for fundraising locally.
- To work with the Marketing and Communications Team to promote local community events and activities. Put together targeted copy, draft press releases and prepare briefs. Ensure that all written content/product/event design and promotion is in line with the needs and motivations of the target audience and are effectively planned.
- To help support the development of the local online fundraising groups. Develop engaging and community focussed content to be scheduled and published into groups.
- Produce thank you letters and charity authorisation letters for third-party fundraisers, ensuring they are thanked in a timely manner. Ensure the letters are informative, compelling and work within the Pilgrims brand and outgoing communications 'voice'.
- To attend local events and activities as the hospice's ambassador, including events, cheque presentations, talks and relevant community opportunities.
- To oversee gifts-in-kind donated to the hospice for fundraising activities. Utilise donated goods to enhance fundraising value and potential income opportunities.
- To help support branded goods for sale on hospice receptions and at community fundraising activities; coordinate the appropriate stocktakes and ensure that procedures are followed relating to merchandise and branded goods.

#### **Internal Processes and Relations**

- To raise public awareness in the area by working with supporters and the Marketing Team to develop case studies and supporter stories from the local community.
- To work with colleagues to ensure that centrally managed events, products and activities are marketed and supported locally to achieve maximum participation and departmental income targets.
- To work with clinical staff to meet with families and patients wishing to support the hospice through fundraising and in-memory giving; providing the appropriate information and guidance. Support the Individual Giving Team in the promotion of individual giving, legacy and giving 'in memory' products.
- To work with the Supporter Relations Team to ensure that all communications, income processing and administration activity is delivered to the highest standard.

- To work with the Corporate and Trusts Partnerships Team to refer any opportunities for increasing new business fundraising from local companies and enhancing their full corporate social responsibility potential to support hospice care.
- To work with the local Retail Managers and local shops to promote activities, raise awareness and support volunteering opportunities.
- To play an active role in Fundraising Team and, if required, manage specific projects on behalf of the whole team.
- To work independently on projects as directed by the Community Fundraising Manager or Head of Fundraising and Projects.
- To work under your own initiative for day-to-day management and deputise for the Community Fundraising Manager when required.

### **Supporter Care**

- To ensure that accurate and up to date financial records are maintained and that income is recorded on the database. Further, ensure that all supporters are appropriately thanked, acknowledged and communication records are updated on Donorflex.
- To ensure the safe receipt, acknowledgement and banking of income and that all hospice based staff and volunteers adhere to policies and procedures.

### **Volunteer Coordination**

- To encourage a positive working environment by being visible, pro-active and participative, encouraging cross team working and initiative.
- To act as a point of contact for fundraising volunteers and engage their future support which link to their motivations and skill sets supporting Community Fundraising; to ensure that they are maintained and supported to reach their engagement potential.
- To work with the Supporter Relations Team to ensure that all data on volunteers and fundraising contacts is accurate and up to date.
- Help to support the planning/logistics, recruiting and briefing staff, marshals and volunteers to support community event delivery. When required deliver safety briefings in a strong confident manner to volunteers and participants.

### **Governance**

- To ensure that risk assessments are completed for local community fundraising events and that third party fundraisers are aware of their responsibilities as either *in aid of* or *on behalf of* fundraisers.
- To ensure all policies and procedures are understood and adhered to by hospice based fundraisers, staff, volunteers and third parties.
- Champion best practice, ensuring that all legal standards and best practice compliance standards are met with the Fundraising Regulator, Institute of Fundraising (IOF), Charities Act, HMRC, Information Commissioners Office (ICO), GDPR, Gambling Commission, Health and Safety, Hospice Income Generation Network (HIGN) and that all Pilgrims Hospices own policies and procedures are followed.
- To keep abreast of Charity Law and fundraising developments across the charity sector by networking with fundraising staff in other organisations and undertaking training.
- Maintain an up to date knowledge of Pilgrims Hospices and its services.

### **GENERAL RESPONSIBILITIES**

**Corporate Governance** - The postholder must, at all times, act honestly, openly and work within the Pilgrims 'CODE' and comply with all relevant corporate governance requirements, employment legislation and standards of business conduct. The postholder is expected to be

familiar with and comply with all policies and procedures published by Pilgrims Hospices in east Kent.

**Health and Safety** - Under the Health & Safety at Work Act (1974), it is the responsibility of the postholder at every level to take care of his/her own health and safety and that of others who may be affected by his/her acts at work.

**Data Protection** - Ensure that all data is processed in a fair and lawful way for the specific identified purpose, in line with the General Data Protection Regulations (GDPR), national data protection legislation and Pilgrims Hospices' Data Protection Policy. Data must not be disclosed in any manner which is incompatible with the purpose and to any unauthorised persons or organisations.

**Flexibility** - To attend events and activities outside normal working hours and weekends and Bank Holidays when required for the needs of the business. Appropriate time off in lieu and other benefits will be given. The postholder is expected to work flexibly to be able to meet the challenges and opportunities of working within Pilgrims Hospices in East Kent.

It is a requirement in this role that all staff work Pilgrims flagship 'hospice-wide' (HW) events. Should the postholder not be available to work a HW event weekend, they must submit this notice to their line manager 2 months prior to the event, who in turn needs to confirm this with the Head of Fundraising and Projects before agreeing such leave. If staff are unable to work due to ill-health; this will be managed appropriately.

This Job Description is not exhaustive. This job description is a reflection of the current position and the postholder is expected to view it as a guide rather than an exact description of all duties and responsibilities. It may be subject to variation from time to time. The postholder will be required to undertake any other ad-hoc duties that may be required by the Line Manager, commensurate with the level of the post.

## PILGRIMS HOSPICES – PERSON SPECIFICATION

### Community Fundraising Officer (Ashford)

This person specification sets out the essential and minimum qualities for this post.

Attributes	Criteria	Criteria Reviewed At		
		Application	Interview	Essential
<b>EXPERIENCE</b>	<b>Person Specification</b>			
	A preference of 1 years proven track record of successful income generation in the charity sector or able to demonstrate transferable skills from the commercial sector in a customer focused environment.	X	X	X
	Demonstratable experience and proven ability to be professional, proactive, highly organised with strong time management skills	X	X	X
	Able to work under-pressure, meet deadlines and results driven with a flexible supportive and collaborative approach	X	X	X
	Proven ability and integrity to handle complex and sensitive enquiries and data; understanding confidentiality issues	X	X	
	Experience of using databases to manage relationships	X	X	

	Experience of creating on and offline marketing content, coordinating the production of materials/communications and managing suppliers	X	X	X
	Experience of working as part of a team and contributing to team plans and activities	X	X	X
	Experience of supporting and motivating volunteers is desirable	X	X	
<b>SKILLS/ ABILITIES</b>	The ability to organise and coordinate events and oversee key relationships to generate profitable income	X	X	
	An understanding of the principles and methods of local community based and volunteer led fundraising	X	X	
	Excellent written communication skills. Able to draft press releases, write targeted and compelling copy, letters, presentations and other similar documents	X	X	X
	Excellent verbal communication skills, able to deliver short presentations; engage, motivate and respond appropriately to a wide range of internal and external stakeholders	X	X	X
	An understanding of the principles of marketing and use of social media to promote fundraising activities (use of social media and posting is essential)	X	X	
	A high level of numeracy and able to understand and monitor fundraising income	X	X	X
	Able to use interpersonal skills to engage effectively with others, understand what motivates them and respond appropriately	X	X	X
	Good IT skills – able to use of word-processing, spreadsheets, PowerPoint, databases, email and social media	X	X	X
<b>QUALIFICATION/ TRAINING</b>	Educated to at least A-Level or an equivalent level	X	X	X
	Evidence of a commitment to continuous personal development	X	X	X
<b>OTHER REQUIREMENTS</b>	A full UK driving licence with access to own vehicle for business use and willingness to travel throughout the designated area	X	X	X
	Able to work weekends and evenings as required. Appropriate time off in lieu will be given	X	X	X
	Able to erect fundraising equipment, gazebos, branding, displays, stands and transport fundraising collateral	X	X	X

**Date Updated: February 2023**