

PILGRIMS HOSPICES – JOB DESCRIPTION

SENIOR COMMUNITY FUNDRAISER (CANTERBURY)

MAIN PURPOSE AND SCOPE OF THE JOB:

The postholder will oversee and deliver Community Fundraising within the Canterbury area. The role will be responsible for the fundraising activities and local community events to ensure their full potential is achieved. This position makes a valuable and important contribution to our fundraising ambitions of community focussed giving. These are integral to Pilgrims organisational engagement and is a key objective to increase reach, deliver excellent supporter care, raise awareness at a local level; to nurture and drive income generation. Working to ensure that excellent stewardship is delivered for all stakeholders and that activities align with the wider work of Pilgrims.

The role will be responsible for stewarding and delivering fundraising income from the Canterbury area. To cultivate and motivate donors within the east Kent community; putting the supporter at the heart of Pilgrims' supporter care. The postholder will engage with local supporters, community groups and 'on-behalf of' fundraising groups, to deliver community activities. As well as supporting those wishing to deliver their own 'in aid of' (third-party) fundraising. The role will also support the Head of Fundraising and Projects with all aspects of community fundraising administration relating to the Canterbury area.

POSITION IN ORGANISATION:

Reports to:	Head of Fundraising and Projects
Responsible for:	Community Volunteers
Key Relationships:	Community Fundraising Teams in the 2 other hospices, Events Team, Corporate & Trusts Partnerships Team, Marketing & Communications Team, Hospice Services and Catering Team, Individual Giving Team, Lottery Team, Retail Managers, Supporter Relations Team and volunteers

DUTIES AND KEY RESPONSIBILITIES

Overseeing Local Community and Events Fundraising

- The postholder will engage with supporters within the community, with a particular focus on community events, schools, clubs, groups, store, venue and pot collections and on-going volunteer engagement. They will build positive relationships with these stakeholders and ensure delivery of an excellent donor experience, helping supporters reach and exceed their fundraising targets through outstanding stewardship and cultivation; through relationship and account management strategies (including pipeline planning, guidance, support, producing relevant materials and cross-promoting other giving opportunities).
- To ensure that supporters have the right toolkits, collateral and materials to successfully reach their own fundraising goals and ambitions.
- Deliver local community fundraising events to the highest standard; ensure that all events and community activities are safe and well planned, including liaising with councils, undertaking recces, producing well considered risk assessments, working with external suppliers to ensure events are safely controlled and executed.

- To attend local events and activities as the hospice's ambassador, including events, cheque presentations, talks and relevant community opportunities.
- To oversee youth fundraising recruiting schools/colleges/youth groups, providing appropriate levels of support to maximise engagement and income.
- To engage local retail establishments and venues to place static collection pots within their sites. To maintain the process of return and distribution of collecting pots and ensure that all staff and volunteers adhere to cash handling processes, following Pilgrims auditing and administration requirements.
- To oversee gifts-in-kind donated to the hospice for fundraising activities. Utilise donated goods to enhance fundraising value and potential income opportunities through raffles and tombolas etc.

Internal Processes and Relations

- Work with the Marketing and Communications Team, alongside the Events Team to develop artwork, launch, market and promote local events and activities. Ensure that all product/event design and promotion is in line with the needs and motivations of the target audience, effectively planned and evaluated.
- To raise public awareness in the area by working actively with supporters and the marketing team to develop case studies and supporter stories from the community.
- To work with colleagues to ensure that centrally managed events, products and activities are marketed and supported to achieve maximum participation and departmental income targets.
- 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 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 refer all businesses wishing to support Pilgrims to the Corporate and Trusts Partnerships Team to develop any opportunities for increasing new business fundraising, 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.
- In approximately one years' time line management of this role will be overseen by the Corporate and Trusts Partnerships Manager, based at the Canterbury site. Additionally, this team supports this role with attendance at events and activities, should the post-holder be unable to attend or on annual leave.
- To play an active role in Fundraising Team meetings and, if required, oversee specific projects on behalf of the whole team.

Planning and Budgets

- To support the Head of Fundraising and Projects to plan and deliver the annual schedule of activity. To ensure all activities are timetabled and schedule, and that key colleagues are aware of deadlines and priorities.
- Oversee the community pipeline to ensure sustainable income and engagement.
- To provide reports and information about activity and supporters, etc. as necessary and upon request, ensuring that the Head of Fundraising and Projects is fully briefed on performance against plans.
- To regularly review outcomes and performance against plans and to make appropriate recommendations, identify risk and take remedial action where necessary.

- Ensure that all activity, processes and procedures (data recording and cash handling) are operated correctly and in compliance with the Fundraising Regulator, Institute of Fundraising (IOF), Charities Act, HMRC, Information Commissioners Office (ICO), GDPR, Gambling Commission and that all Pilgrims own policies and procedures are followed.

Supporter Care

- To ensure that accurate and up to date financial records are maintained and that income is recorded on the Donorflex database.
- To ensure that all supporters are appropriately thanked, acknowledged and contact 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 oversee local volunteer support. Aim to recruit local volunteers and retain existing volunteers, linking their motivations and skills sets to the Community Fundraising Team's volunteer goals.
- To work with the Voluntary Services Advisor and Supporter Relations department to ensure that all data on volunteers and fundraising contacts is accurate and up to date.

Health & Safety

- To oversee the logistics, safety and compliance of all community events (and 'on-behalf of' events) with relevant authorities, suppliers/contractors and land owners. This activity will be supported by the Events and Digital Fundraising Manager.
- Producing detailed and well considered risk assessments and that all Health & Safety Regulations are achieved. Ensuring that all relevant information is communicated internally and externally. This activity will be supported by the Events and Digital Fundraising Manager.
- To oversee the planning/logistics, assessing and mitigating risks, recruiting and briefing staff, marshals and volunteers to support community event delivery. Deliver safety briefings in a strong confident manner to representatives and participants. This activity will be supported by the Head of Fundraising and Projects.

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 post-holder 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 post-holder 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 post-holder 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 will be given. The post-holder 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 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 post-holder 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 post-holder 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

Senior Community Fundraiser (Canterbury)

This person specification sets out the essential and minimum qualities for this post. Please ensure that your application demonstrates how you meet the criteria.

Attributes	Criteria	Criteria Reviewed At		
		Application	Interview	Essential
EXPERIENCE	Person Specification			
	A preference of 18 months – 2 years proven track record of successful income generation in the charity sector or able to demonstrate transferable skills from the commercial sector	X	X	X
	A preference of 1 years' experience of overseeing plans and budgets	X	X	X
	Demonstratable experience and proven ability to be professional, proactive and highly organised	X	X	X
	Able to work under-pressure, meet deadlines and results driven	X	X	X

	with a flexible supportive and collaborative approach			
	Proven ability and integrity to handle complex and sensitive enquiries and data; understanding confidentiality issues	X	X	
	Experience of using databases to manage relationships and evaluate campaign performance.	X	X	
	Experience of identifying, establishing and retaining new supporters and fundraising committees/groups	X	X	
	Experience of creating on and offline marketing plans to deliver objectives, coordinating the production of materials/digital communications and managing suppliers	X	X	X
	Experience of working as part of a team; contributing to team plans/activities. Experience of coordinating projects is desirable.	X	X	X
	Experience of training and developing volunteers is desirable	X	X	
SKILLS/ ABILITIES	An understanding of the principles and methods of local community based and volunteer led fundraising	X	X	
	A working knowledge of event organisation and risk management.	X	X	X
	An understanding of the principles of relationship fundraising and supporter care	X	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 presentations; engage, motivate and respond appropriately to a wide range of internal and external stakeholders	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	
	Knowledge of current industry-wide good practice in fundraising and a broad awareness of market trends, in particular with relation to volunteer led fundraising is desirable	X		
	A high level of numeracy and able to monitor against campaign/activity performance	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
	Knowledge of legislation which governs fundraising including Data Protection Act, Health and Safety, the Institute of Fundraising Codes of Practice and requirements of the Fundraising Regulator and Charity Commission	X	X	
QUALIFICATION/ TRAINING	Educated to degree level or equivalent (desirable)	X	X	
	Evidence of a commitment to continuous personal development	X	X	X
OTHER REQUIREMENTS	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. 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