**Job Description**

**Community and Events Fundraiser**

1. **Job Purpose**

As a Community and Events Fundraiser, you'll play a vital role in fostering connections and cultivating support across North Yorkshire, representing our family services at Herriot Hospice, Just ‘B’ and Saint Michael’s Hospice to drive revenue growth. Your primary focus will be on expanding our network and raising awareness of our mission. This involves building relationships with individuals, businesses, community groups, and volunteers. Your responsibilities will include actively seeking new opportunities, delivering presentations, attending local networking events, and coordinating assigned events, challenge events and campaigns.

This is an exciting opportunity to join our dynamic team and develop your career as a professional fundraiser. We are a passionate and dedicated group with ambitious plans for the future. We are looking for individuals who are eager to get involved, enjoy meeting new people, and find fulfilment in making a meaningful impact. Each day brings unique challenges and opportunities, so adaptability, excellent communication, and strong time management skills are essential.

1. **Key Tasks**

**Operational**

* Engage, support, and nurture supporters throughout their fundraising journey.
* Cultivate and strengthen relationships with key individuals, groups, and businesses to boost visibility and engagement.
* Collaborate with other teams across the organisation to deepen supporter engagement and achieve shared goals.
* Establish and coordinate a network of local volunteers and volunteer fundraising groups, empowering them to organise events and campaigns.
* Recruit, support, and guide volunteers for community-based activities, ensuring a positive experience.
* Represent the North Yorkshire Hospice Care brands by attending cheque presentations and events to thank supporters.
* Ensure activities are warmly recognised and communicated with supporters to capitalise on future opportunities.
* Deliver presentations to businesses, community groups, and schools to raise awareness and increase engagement.
* Manage all elements of street and public collections ensuring compliance with regulations.
* Support and co-ordinate the delivery of fundraising events, challenge events and campaigns, ensuring supporters have a positive experience.
* Update digital platforms with supporter-led events and promote them via social media.

**Strategic**

* Support the Community and Events Manager in achieving strategic objectives.
* Contribute to the development of income and expenditure plans for the Community Support team and regularly monitor and report on assigned budgets, income forecasts, and variances.
* Review and improve all fundraising activities to ensure optimal use of volunteers, resources, and systems to achieve our goals.

**Financial**

* Achieve agreed fundraising targets and income, through new and existing community supporters.

**Regulatory**

* Embed the organisation’s values into your working practices.
* To carry out all duties in accordance with the law, Fundraising Code of Practice, Data Protection Regulations, the Hospice philosophy, and the Hospice policy on equality of opportunity, inclusion, and diversity.
* To undertake relevant training and professional development to remain at the forefront of industry standards.
* To promote, protect, and enhance the brand and reputation of NYHC and act as a key ambassador in many settings, including media work and public speaking. Ensuring our name and reputation is positively viewed in the marketplace.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

**Key results/objectives/measures of success**

**KR1: Achieve community fundraising income targets**

SM1: Generate a minimum of 20% of annual community income from new supporters.

SM2: Deliver at least three successful community campaigns or events to achieve the income target from Community Campaigns

SM3: Meet or exceed the annual income target from community fundraising.

**KR2: Build and Strengthen Supporter Relationships**

SM1: Establish at least 10 new supporter relationships annually (individually, groups, or businesses)

SM2: Ensure all supporters receive timely and appropriate stewardship, including acknowledgement within agreed timescales.

SM3: Actively engage the community by delivering a minimum of 10 presentations per year to local groups, schools, and businesses.

**KR3: Grow Volunteer Engagement**

SM1: Recruit a minimum of 15 new community volunteers per year

SM2: Recruit, support and empower at least two new volunteer-led fundraising groups annually

**KR4: Achieve challenge fundraising income targets**

SM1: Deliver income in line with the annual challenge events budget.

SM2: Plan, launch, and deliver at least one virtual fundraising event each year across Saint Michael’s Hospice, Herriot Hospice, and Just ‘B’.

SM3: Achieve agreed income targets from flagship challenge events, including the London Marathon, Leeds Marathon, and Great North Run.

**KR4: Develop and Grow Digital Fundraising across the community and challenge** fundraising

SM1: Launch at least 2 digital fundraising campaigns per year (e.g. peer-to-peer, social media challenges, online appeals).

SM2: Grow social media engagement (likes, shares, comments, click-throughs) by 20% annually on fundraising-related content.

**Overarching responsibilities**

* To embed the values of the organisation into your working practices evidencing this regularly and ensuring this remains a priority.
* To live out our values, which drive all that we do, in the context of your everyday work following our behaviour framework.
* To work in accordance, and fully comply, with our organisational policies and procedures.
* To carry out all duties in accordance with the law, , regulations, organisational frameworks, recognised professional guidelines and the have a commitment to FREDIE, integration and collective decision making.

The above is indicative of the current responsibilities of the post which may change from time to time in consultation with the post holder in line with the service need.

Throughout your time with us we will conduct ongoing employment checks and performance reviews relevant to your role, for example professional registration checks, DBS, appraisals and regular contact meetings.

1. **Terms and Conditions**

Reports to: Community and Events Manager

Responsible for: NA

Hours: Up to 35 hours

Location: Hybrid working but with regular/frequent travel across North Yorkshire.

1. **Person Specification**

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| --- | --- | --- |
| **What is required?** | **Is it essential or desirable?**  *Essential = E*  *Desirable = D* | **How is it assessed?**  *Application = A*  *Interview = I*  *Task/Assessment = T* |
| **Education/Qualifications** | | |
| GCSE English and Mathematics (or equivalent) | E | A |
| Driving license and readily available access to a car | E | A |
| Experience | | |
| Experience in building relationships with individuals and corporate or community organisations | E | A/I |
| Experience of working in a marketing or sales focused environment | D | A/I |
| Experience in providing excellent supporter/customer stewardship | E | A/I |
| Experience in delivering successful fundraising, sales or marketing events, campaigns, and projects | D | A/I |
| Fundraising experience, specifically in Community and Events, along with a proven track record of high achievement | D | A/I |
| Knowledge/Skills | | |
| Excellent communication skills | E | A/I |
| Proficient in using the Microsoft suite (Word, PowerPoint, Excel and Outlook) and databases. | E | A/I/T |
| A positive networker who can work collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and supporters | E | A/I |
| Strong understanding of the importance of brand in the community and individual fundraising and giving | E | I |
| Thorough knowledge of data protection and information governance | E | A/I |
| Knowledge of the fundraising sector principles and codes of conduct. | D | A/I/T |
| Knowledge of working with volunteers | D | A/I |
| Complete understanding of and a strong commitment to confidentiality | E | A/I |
| Good presentation skills | E | I/T |
| Strong organisational skills, including the ability to work on own initiative and to effectively manage and prioritise workload | E | A/I |
| Ability to review, monitor and adapt plans | E | I |
| Supporter focused approach to all duties | E | I |
| Understanding of and commitment to equality of opportunity and diversity | E | A/I |
| Personal Attributes | | |
| Highly motivated | E | I |
| Energetic and excited by new ideas and change | E | I |
| Confident and assertive when necessary | E | I |
| Takes initiative and is proactive | E | I |
| Solutions focused problem solver | E | I |
| Manages pressured situations with a calm and measured approach | E | I |
| Team Player | E | I |
| Positively engages with others | E | I |
| Compassionate | E | I |
| Resilient | E | I |
| Work with Integrity | E | I |
| Belief in organisational values | E | I |