

st michael's hospice

JOB DESCRIPTION

Job Title: Challenge Events Fundraiser

Job Location: St Michael's Hospice

Responsible to: Fundraising Manager

Accountable to: Income Generation Director

1.0 MAIN PURPOSE OF THE ROLE

To raise unrestricted revenue income, by managing a portfolio of third-party challenge events. To proactively promote the events to gain sign ups. To provide first class stewardship to those participating in all 'own place' third party challenges. To proactively source opportunities to organise and host bespoke mass participation events. In conjunction with Fundraising Manager and Senior Community and Events Fundraiser develop new fundraising opportunities and promote the work of the Hospice by the use of effective and appropriate publicity and marketing materials.

2.0 PRINCIPAL RESPONSIBILITIES

- 2.1 To proactively manage the promotion of third party 'open place' challenge events i.e. London Marathon, Hastings Half Marathon, open challenges.
- 2.2 To proactively recruit supporters to raise vital funds and awareness of St Michael's Hospice in line with short, medium- and long-term fundraising strategy to achieve and exceed agreed budgets.
- 2.3 To manage all third-party consoles and supporter management systems to by running regular reports.
- 2.4 To work closely and collaboratively with the Senior Community and Events Fundraiser and the Community and Corporate Fundraiser to source opportunities to promote St Michael's Hospice to recruit sign ups from regional and local corporates and organisations.
- 2.5 Ensure data relating to all fundraising activities is recorded accurately and timely on CRM system, Advantage Fundraiser so as it can be used for regular reporting.
- 2.6 Work closely with the Senior Community and Events Fundraiser and the Fundraising Manager to formulate first class stewardship journeys for all fundraisers.
- 2.7 Plan and host supporter stewardship events to inform them and demonstrate the work of the hospice, working collaboratively with Clinical and Voluntary Services.
- 2.8 Attend third party events to represent St Michael's Hospice.
- 2.9 Proactively recruit 'cheer squads' for all relevant events to support fundraisers taking part on behalf of St Michael's Hospice.

- 2.10 Provide face to face, or virtual, talks at local organisations and businesses to promote St Michael's Hospice and third-party events.
- 2.11 Work in conjunction with the Legacy Marketing Fundraiser to proactively promote legacies through conversations and mentions in line with associated KPI's.
- 2.12 To ensure sufficient budgetary controls are in place to meet income and expenditure targets as agreed with the Fundraising Manager.
- 2.13 To provide high quality relationship management to individuals, volunteer groups and corporate partners.
- 2.14 To oversee the production of marketing materials as and when required and to arrange distribution around the catchment area of St Michael's Hospice.
- 2.15 Carry out regular competitor and trend analysis.
- 2.16 Generate initiatives to increase donations and participation in fundraising events, to new audiences and communities using traditional and new media opportunities.
- 2.17 To support other fundraising events and appeals when appropriate.
- 2.18 To work towards agreed income targets and expenditure budgets.
- 2.19 To support and maintain a database of volunteers willing to assist with the third party challenge activities.
- 2.20 To take an active role in the management and support of large scale staff-led events for St Michael's Hospice.

3.0 ADDITIONAL RESPONSIBILITIES

- 3.1 To carry out duties with full regard to the Company's Equalities and Diversity Policies.
- 3.2 To act as a responsible individual in relation to Health and Safety and be aware of the responsibilities of all employees to maintain a safe and healthy environment for patients, visitors, staff and volunteers.
- 3.3 To ensure that all duties are carried out to the highest standard, and in accordance with current quality initiatives within the work area.
- 3.4 To carry out any other duties, within an appropriate level of responsibilities as required.
- 3.5 To undertake flexible hours as and when the need arises to maintain safe patient practice.
- 3.6 To ensure confidentiality at all times within the Hospice
- 3.7 To support and participate in the fundraising activities of the hospice wherever possible.
- 3.8 To be an ambassador for the Hospice.
- 3.9 To ensure that the disclosure and use of confidential staff information is both lawful and ethical, and to recognise own responsibility for compliance with relevant legislation.
- 3.10 To promote, at all levels, the Company's vision, values and strategic objectives.
- 3.11 To hold DBS and Occupational Health clearances appropriate to the role.
Note: these are obtained and checked as part of the recruitment process and reviewed in line with company policy or if a change in circumstances is declared or comes to light.

This job description is not intended to be exhaustive and may be reviewed at any time to meet the needs of the business.

PERSON SPECIFICATION

Post Title:	Challenge Events Fundraiser
Department:	Fundraising

	Essential Criteria	Desirable Criteria
Education/ Qualifications	<p>GCSE English or equivalent</p> <p>Excellent computer skills – in particular Word, Excel and Outlook</p> <p>Institute of Fundraising qualification or willingness to work towards</p>	<p>Graduate degree or equivalent</p>
Work background and experience	<p>A proven track record in community fundraising and/or project management.</p> <p>Experience of planning and leading fundraising or promotional campaigns.</p> <p>Demonstrable and relevant experience in community fundraising.</p>	<p>Experience of working in a healthcare organisation.</p> <p>Experience of working with relational databases.</p> <p>Experience in volunteer supervision and management</p>
Skills/Ability/ Knowledge	<p>Excellent Communicator – both written and oral</p> <p>Creative flair and ingenuity</p> <p>Full driving licence</p> <p>First Aid certificate or willing to work towards</p> <p>Food Hygiene certificate or willing to work towards</p> <p>Strong local network with local businesses and community groups</p>	<p>Experience of working in / volunteering for charity</p>
Personal Qualities and other requirements	<p>Must be reliable</p> <p>Excellent organisational skills</p> <p>Ability to work well under pressure</p> <p>Ability to work well under own supervision and as part of a</p>	<p>Ability to work some unsociable hours ie evenings and weekend, must manage own time well.</p>

	<p>team.</p> <p>Methodical with an eye for detail</p> <p>Committed to achieving agreed targets.</p> <p>Physical requirements Able to play an active role in the running of events, including setting up stalls and tables and delivering and unloading fundraising support materials.</p> <p>Able to work at a computer desk (modified workstations available)</p> <p>Mental requirements Able to cope with projects/ tasks running concurrently</p> <p>Able to deal with changing priorities and deadlines</p> <p>Able to work comfortably in an environment that may include patients and their relatives at a vulnerable and emotional time in their lives</p>	
--	---	--