

st michael's hospice

JOB DESCRIPTION

Job Title: Community and Events Fundraiser

Job Location: St Michael's Hospice

Responsible to: Community Fundraising and Events Lead

Accountable to: Income Generation Director

1.0 MAIN PURPOSE OF THE ROLE

To raise unrestricted revenue income, by organising and supporting new and existing community and challenge events and to provide first class stewardship to those organising, participating or attending. To proactively promote events to ensure maximum participation and engagement. To collaborate on the proactive sourcing of opportunities to organise and host bespoke mass participation events. In conjunction with the Income Generation Director and Fundraising team to 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 manage new and established community events in line with short, medium and long term fundraising strategy to achieve and exceed agreed budgets.
- 2.2 To proactively manage a range of fundraising events, including the promotion of third party 'open place' challenge events i.e. London Marathon, Hastings Half Marathon and overseas challenge events
- 2.3 To provide efficient management for any third-party consoles and supporter management systems, such as Event-Brite and Just-Giving, demonstrating effectiveness with regular reporting
- 2.4 To work closely and collaboratively with the Community Fundraising and Events Lead and the Community and Corporate Fundraiser to source opportunities to promote all events, encouraging participation, from regional and local corporates and organisations.
- 2.5 To generate initiatives to increase donations and participation in fundraising events, to new audiences and communities using traditional and new media opportunities
- 2.6 To oversee the production of marketing plans, and associated materials, and to arrange their distribution around Hastings and Rother.
- 2.7 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, ensuring full GDPR compliance
- 2.8 Work closely with the Community Fundraising and Events Lead and the Income Generation Director to formulate first class stewardship journeys for all fundraisers.

- 2.9 Plan and host supporter stewardship events to inform them and demonstrate the work of the hospice, working collaboratively with Clinical and Voluntary Services.
- 2.10 Attend third party events to represent St Michael's Hospice.
- 2.11 To actively engage volunteers in the management and support of both community and challenge events, including event management and teams of 'cheer squads' for relevant events to support fundraisers taking part on behalf of St Michael's Hospice.
- 2.12 Provide face to face, or virtual, talks at local organisations and businesses to promote St Michael's Hospice and third-party events.
- 2.13 Work in conjunction with the Legacy & Tribute Officer to proactively promote legacies through conversations and mentions in line with associated KPI's.
- 2.14 To ensure sufficient budgetary controls are in place to meet income and expenditure targets as agreed with the Income Generation Director.
- 2.15 To provide high quality relationship management to individuals, volunteer groups and corporate partners.
- 2.16 Carry out regular competitor and trend analysis, ensuring a current knowledge of trends and 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 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 events demand
- 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:	Community and Events Fundraiser
Department:	Fundraising

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

	<p>Methodical with attention to 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>	
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