

Job Description

Job title:	Community Fundraising Lead
Reports to:	Community Fundraising Manager
Working closely with:	Community Fundraising Leads Fundraising Assistant Supporter Engagement Team Volunteer Support Leads
Responsible for:	n/a

1. Main purpose of job

You will be responsible for supporting the budgeting and strategy for your area and support the Community Fundraising Manager on the overall Community Fundraising strategy.

To lead on delivery of community fundraising activity in your area to maximise the opportunities and income from third party events, general donations, groups and clubs, volunteer led activity (including collections and collection boxes) and community campaigns.

To provide excellent stewardship, support, and motivation to a wide range of community supporters. Working as a part of the wider Fundraising and Supporters team across a range of income streams, contribute to shared team goals and income targets, to deliver income and measurable awareness.

2. Main duties/responsibilities

- Working with the Community Fundraising Manager you will be responsible for supporting the setting, monitoring, and reporting on income and expenditure budgets for your area. Which includes third party events, general donations, groups and clubs, volunteer led activity (including collections and collection boxes) and community campaigns. Taking proactive steps to address any shortfalls in income streams or capitalise on opportunities, to ensure you achieve budget.
- Work with the Community Fundraising Manager to develop and implement a local fundraising strategic plan for your area, feeding into the overall regional community fundraising strategy, delivering on key audiences (Groups/ Clubs, In Aid of events and specific fundraising projects and campaigns).
- Proactively report progress against these targets and objectives to the team and to the Community Fundraising Manager. To make recommendations and take action for any activity that is under or over performing in a timely manner.

- Deliver high quality supporter care to all EAAA supporters to ensure they feel fully valued by the Charity and that all relationships are maximised to their full potential.
- Generating and recording opportunities where the donor can move through the Charity's supporter journey.
- Identify local groups/clubs, develop new opportunities and account manage existing partners with marketing, promotions, challenge events and CPR training.
- Work with the Community Fundraising Manager to identify, develop and support or lead on key projects, and fundraising activity/products including, challenge Badge, Christmas, Air Ambulance Week, cashless donations etc.
- Following all relevant policies and process, making recommendations and suggestions for improvements. With a focus on fundraising processes and templates for MOUs and licensing agreements as required.
- Agree and achieve personal targets/objectives and all KPIs that deliver income from existing and new sources and contribute to achieving targets and KPIs in the rest of the charity.
- To take responsibility for accurately updating and recording supporter records using the Charity's CRM database and use the database to assist area strategy and budgeting. Ensure you adhere to GDPR rules and all other appropriate regulatory and legislative guidelines.
- Working with the Volunteer Support Leads to assist with the recruitment of new volunteers and to plan volunteering opportunities to support Community Activity including attending events, giving presentations, and arranging collections.
- Work with fundraising specialists such as the Philanthropy, Individual Giving, Supporter Engagement, Corporate and Event Teams and Community Training team, to ensure a holistic and co-ordinated approach to supporter engagement and development.
- Ensure all events and activity is added to the overall EAAA Events Planner and Marketing Plan, working closely with the Marketing communications team to ensure all marketing can be managed effectively.
- Working with the Marketing Communications Team, including the Digital & Marketing Manager to provide community fundraising content for marketing materials and social media platforms.
- To attend and contribute to regular meetings with other team members and any additional meetings as required.
- Attend events, give community talks, and represent EAAA at cheque presentations or networking events when required This will involve occasional evening, weekend and Bank Holiday work and being on-call on a weekend rota system.

- To undertake all necessary administrative duties and reports as required. Working with the Supporter Engagement Team to ensure that supporters feel valued, are thanked promptly, all monies are banked, proper records kept, and details passed to the Finance Department in a timely manner.
- Ensure best practice is followed, comply with all current legislation in relation to communicating with supporters and data protection, and health and safety. Ensuring all fundraising and events activity is risk assessed and carried out in a safe and legal way.

3. General duties/responsibilities

- The post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Staff will actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding, and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Staff should uphold and demonstrate the Charity's values (respectfulness, accountability, integrity, support, and evolution).
- All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
- Reporting incidents via the Datix system as part of an open and fair culture. Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience, and knowledge.

4. Person Specification

Essential	Desirable
Education	
Experience	
Experience in Community Fundraising Business Development and delivering income generating activity	
Proven track record of accurately reporting on and analysing budgets	Previous experience in setting and managing budgets
Experience of applying current legislation in relation to communicating with supporters and data protection.	
Knowledge and experience of using CRM systems.	Experience of using Microsoft Dynamics 365 CRM system.
Excellent communication and presentation skills, confident on the telephone and face to face with the ability to deal with a diverse range of people.	Creating and delivering successful pitches
Other Skills and Personal Attributes	
Full, manual, driving licence and access to a vehicle and the ability to travel to a number of locations across East Anglia, sometimes at short notice	
Professional credibility- Confident, diplomatic, and courteous	
IT literate with good office and administration skills. Confident in the use of all Microsoft Office packages as well as proficient in the use of internet and email	
Ability to assess priorities and objectives, and work to achieve these within agreed timescales. Ability to work with minimal supervision, using own initiative to solve problems	
Excellent written and spoken English and presentation skills	
Excellent interpersonal skills, having empathy with volunteers/supporters and an understanding of their needs.	
A good team worker, who can build effective internal and external relationships.	
A strong networker	
Resilience, energy and drive – the ability to work under pressure	
Creative - with the ability to identify and develop new fundraising initiatives	
Appreciation and alignment towards EAAA's values	