

Job Description

Job title:	Community Fundraiser
Reports to:	Community Fundraising Manager
Working closely with:	Community Fundraising Leads Community Fundraising Projects Lead Supporter Engagement Team Volunteer Development Officers
Responsible for:	n/a

1. Main purpose of job

Support the delivery of community fundraising activity across the region to maximise the opportunities and income from third party events, general donations, groups and clubs, corporates, volunteer led activity (including collections and collection boxes) and community campaigns.

Provide excellent stewardship, support, and motivation to a wide range of community supporters. Working as a part of the wider Engagement & Income 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

- To work with the Community Fundraising Manager and Community Fundraising Leads to deliver the local and regional Fundraising Plans, delivering on key audiences (Corporate, Groups/ Clubs, In Aid of & In Memory supporters) and specific fundraising projects and campaigns (Trade up Challenge, Challenge Badge, Christmas, Air Ambulance Week, cashless donations etc).
- To achieve personal targets 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 proactively report progress against these targets as requested 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.
- Support the delivery of the Community Fundraising budget, report on income and take proactive steps to address any shortfalls/overspends and to capitalise on opportunities, to ensure the team achieves budget.
- To 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.

- Working alongside the Community Fundraising Leads, the Community Fundraising Manager and external and internal partners, you will provide support to develop Community Fundraising projects and activity, and the ongoing development of Community Fundraising products and income streams.
- 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 Development Officers 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.
- 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.
- To attend and contribute to regular meetings with other team members and any additional meetings as required.
- Work with fundraising specialists such as the Philanthropy, Individual Giving, Supporter Engagement, Corporate and Event Teams to ensure a holistic and co-ordinated approach to supporter engagement and development.
- Working with the Marketing Communications team, including the Digital & Marketing Lead to provide community fundraising content for marketing materials and social media platforms.
- Attend events, give community talks, and represent EAAA at cheque presentations or networking events. This will involve occasional evening, weekend, and Bank Holiday work or 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	
Has raised funds in a community setting on a paid or voluntary basis or has worked in a related discipline (e.g. PR, marketing, sales, project management etc.)	Experience in Community Fundraising or Business Development, delivering income generating activity
Good 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.
Experience of applying current legislation in relation to communicating with supporters/customers and data protection.	Proven track record of accurately reporting on and analysing budgets
Knowledge and experience of using CRM systems.	Experience of using Microsoft Dynamics 365 CRM system.
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	