

# Community and Corporate Fundraiser

## **Main purpose of the role:**

- Excellent stewardship of supporters, effective promotion of fundraising initiatives and building a stable volunteer network, increasing the opportunities to start or stay involved in fundraising
- Grow income and awareness from our community fundraisers, in-memorial fundraising and a small number of individuals
- Seek out formal and informal corporate partnerships to raise awareness and increase income

**Reports to:** CEO and is responsible for the Donor Care Fundraiser (P/T Freelancer)

## **Key stakeholders**

- Most fundraisers and potential fundraisers are families affected by pulmonary fibrosis (particularly bereaved families) and healthcare professionals

## **Main duties**

- To manage and support the Donor Care Fundraiser, ensure all our community fundraisers feel well supported and have what they need to undertake their event or challenge
- Develop the stewardship of supporters undertaking fundraising within the community as an individual, support group, association or workplace to increase income through:
  - new opportunities for people to remember their loved ones, raise awareness of PF and increase income through signing up for events or arranging their own event throughout the year
  - developing a donor care plan so fundraisers are thanked (on or offline), know the impact of their fundraising and are inspired to engage in further support wherever appropriate
  - setting up new processes on APF's new CRM (e-tapestry) to sustain and increase income, improving the recording of where donations come from;
  - ensure activities are well-promoted to your target groups working with the wider team Eg Digital Communications Specialist or Support Group Team.
- Working with the new Support Group Manager, establish a network of fundraising volunteers who will act as ambassadors in the community and actively organise and seek fundraising opportunities on our behalf;
- Initiate and develop relationships with workplace fundraisers to ensure relationships with the organisations are maximised;
- Be an excellent ambassador for APF (with training and support) by accepting face to face donations at support groups and events, attending cheque presentations and giving talks;
- To plan work in conjunction with the CEO which will inform and facilitate achievement of the budget and maintain thorough record keeping in line with APF's and the Fundraising Regulator's policies and guidelines.
- Work on projects as agreed with the CEO from time to time

# Person Specification

In your application for the role, please provide details of your experience against the selection criteria set out in part one below.

## Part one: knowledge and experience

- Qualified to higher education or degree level who has already held a community and/or corporate fundraising role in a charity
- Experience of managing others; able to recruit and retain staff and volunteers to reach and exceed financial targets and organisational objectives
- Experience of planning and running fundraising events and activities (runs/cycles/raffles/skydives etc) to meet or exceed financial and non-financial targets;
- Experience of working with finance departments and setting up or developing systems that meet mutual needs
- Experience of working in a small organisation
- Experience of setting up or developing systems on a CRM to monitor and analyse data to drive improvements
- Experience of producing marketing materials (web, video, social, print) for key audiences within brand guidelines to support income generation
- Understand fundraising standards and able to put them into practice

## Part two: skills and working style

- Effective interpersonal skills; can demonstrate emotional intelligence and empathy with others
- Adept at developing successful partnerships and building strong external relationships
- Excellent presentation skills, able to speak in public to motivate and inspire others
- Able to multitask, be a self-starter, pitch in and be part of a team
- Able to work flexibly; can drive and travel across the UK, including weekends and evenings when many fundraising events are run (with notice)

Please include in your application if you have lived experience of pulmonary fibrosis.

# Terms of Appointment

Contract:	Permanent, full time
Salary:	£26K to £30K dependent on experience
Pension:	Automatic enrolment to workplace pension unless already an active member of a qualifying workplace pension
Holiday:	25 days per holiday year (1 <sup>st</sup> Jan to 31 <sup>st</sup> Dec) plus 8 bank holidays
Location:	Peterborough- with additional flexible home working
Hours:	37.5 hours per week. Normal hours are 9am to 5.30pm with flexibility to maintain a good work/life balance.
Other benefits:	The ability to flex hours and take 'time off in lieu' for extra hours worked. Reduced gym membership.

## **Probationary and notice of termination periods**

You will be subject to an initial 6 months probationary period during which notice is 1 week on both sides and then extending to two months thereafter.

## **Diversity**

Action for Pulmonary Fibrosis is an equal opportunities employer and welcomes applications from all candidates irrespective of race, age, gender, sex, gender identity, sexual orientation, religion or belief, or marital or civil partnership status.

Our office is step free with accessible toilets.