

## JOB DESCRIPTION

JOB TITLE	Fundraising & Communications Coordinator
HOURS	Full time – 37.5hrs ( temporary contract – till end of April 2020)
SALARY	c£18k
REPORTS TO :	Community & Events Fundraising Manager

### Our Mission

The Chilterns MS Centre empowers local people affected by multiple sclerosis, to live happier and healthier lives, by providing professional physical, practical and emotional support.

### Role Outline

To provide professional administration to ensure efficient and effective fundraising activities and communications, supporting the team to achieve the overall income target of just under £1million.

To support the team to increase income across a wide range of fundraising and communications activities; this includes; collections, sponsored and ticketed events, supporting groups and individuals organising fundraising events, trusts, corporate, major donors, updating website, social media and databases.

To provide excellent donor care for all fundraising activities, developing productive and lasting relationships with the community and converting them into loyal supporters.

### Key Responsibilities

#### Financial

- To be an integral part of the Fundraising and Communications Team, underpinning income generation from all areas
- Responsible for forecasting and delivering the income target for all collections, income target for 2019 - £12,000. To ensure that it is as cost effective as possible, monitoring expenditure to ensure the best possible ROI and profit.

#### Supporter Care

- Be the front line, face to face presence for the team in the office and at events
- Manage the fundraising email inbox, phone line and answerphone
- Sensitively evaluate, decide and agree the level of supporter care required based on interaction with the supporter

#### Planning and Organisation

- Consult and agree with supporters what materials and support they need for their event/ activity, provide challenging feedback on the availability of scarce resources
- Pre & Post Event organise equipment required and then ensure that it is put away neatly and appropriately in a timely manner.
- To recruit and manage office and event volunteers for all fundraising activities to maximise reach

and fundraising and marketing potential.

- To design and produce fundraising materials for Chilterns MS Centre and third party events, that have a low print quantity e.g. posters, maps and programmes
- Ensure all fundraising materials and information are distributed in a timely and efficient manner across the organisation and local area.
- Manage the fundraising storage system, ensuring that everything is stored correctly, safely and where appropriate booked in and out.
- To be physically active in setting up and taking down at events, including long periods of time of standing and unsociable hours.
- Support key fundraising and communications events and activities, which may involve attendance at meetings and events, minute taking, coordination of promotional materials.
- Support of third party fundraising events by providing excellent donor and fundraising support, with materials and regular telephone/ email correspondence.
- Coordinate ambassadors to attend cheque presentations and community talks, ensuring they have relevant equipment and materials required.
- Responsible for sourcing, displaying and the sales of merchandise including cards, gifts and eBay.
- Support other fundraising activities, such as booking stalls/stands at community events, co-ordinating volunteer rotas and booking venues and store collections.
- To create content for, update, add and promote fundraising activities on social media & the website, with the support of the Communications Officer.
- To use eTapestry, the fundraising database, to effectively administer and manage fundraising activities in conjunction with the Database Officer.

### **Communication**

- Instigate and develop strong long-term relationships with individuals and community groups
- Have challenging conversation when supporters need more resource than is available
- To confidently present the key messages of the Chilterns MS Centre and encourage support via a variety of media including; informal conversations, networking, presentations, written literature, newsletters, social media posts and website copy. Support with adding content to the website
- Write and coordinate case-studies to help raise awareness for fundraising and the work of the Centre.
- Ensure all relevant staff, volunteers and members are thoroughly briefed on fundraising activities.
- Represent the Chilterns MS Centre positively at all times.
- Work closely, in a collaborative environment, with all Fundraising team members and the wider organisation to assist in maximising overall income for the Chilterns MS Centre.

### **Reporting & Research**

- Researching potential trust and grant funding and corporate charity of the year opportunities
- Use the eTapestry database to produce reports for mailing and financial analysis
- Produce monthly report of activity and outcome for Head of Fundraising & Communications

## Additional information

Role is accountable to:	Community & Events Fundraising Manager, Head of Fundraising & Communications, Chief Executive and trustees
Internal Relationships:	Fundraising & Communications Team, Senior Leadership Team, trustees, clinical staff, Centre volunteers, staff colleagues, members, visitors etc
External Relationships:	Supporters, donors, companies, clubs and organisations, general public, business and networking groups etc.

This job description will be reviewed as part of the post holder's annual appraisal and is not intended to be a complete list of responsibilities. To meet the ever-changing needs of the Chilterns MS Centre, you may be required to perform other duties within your capacity, appropriate with your competence, professional qualifications and general level of responsibility within the charity.

The Centre believes in providing appropriate training and development for all employees and the post holder will be encouraged to attend appropriate courses (internal and external).

The Centre is able to provide its high quality service thanks to the enthusiasm and commitment of both staff and volunteers. We expect all staff to work positively alongside our volunteers and to demonstrate our values of excellence, collaboration, respect, dignity and professionalism at all times.

The post-holder will carry out their duties according to the philosophy of the Centre, acting at all times in such a manner to justify public trust and confidence and to safeguard the interests and confidentiality of patients, their carers and families.

All Centre staff and volunteers agree to adhere to the charity's Code of Conduct and all charity policies and procedures.

## Health and safety

Manual handling and / or heavy lifting	Partially required for this role. Moving and lifting of equipment.
Full, current, valid UK driving licence	Required for this role.
Access to a vehicle which can be used for work purposes	Required for this role.
Car insurance, including business cover	Required for this role.
Disclosure & Barring Service Check (formerly Criminal Records Bureau)	Required for this role.

# PERSON SPECIFICATION

Education, training and qualifications	Essential	Desirable
Degree or equivalent		Y
First Aid qualification		Y
<b>Experience</b>		
Experience of working under pressure and to tight deadlines	Y	
Experience of multi-tasking and prioritising tasks	Y	
Experience of efficient record keeping	Y	
Experience of working effectively in a team	Y	
Success as part of a team achieving demanding income goals	Y	
Experience of providing a high level of support in a customer service or similar environment	Y	
Experience of working effectively in a team	Y	
Experience of research	Y	
Experience or knowledge of fundraising and / or experience		Y
<b>Knowledge and skills</b>		
Ability to initiate and undertake research	Y	
Excellent verbal and written communication skills	Y	
IT literate (eg Word, Excel, Powerpoint, Publisher, Outlook, databases, social media)	Y	
Excellent planning, organisational and implementation skills	Y	
Excellent customer service skills	Y	
Excellent analytical skills to evaluate activity / financial awareness	Y	
Good decision making skills	Y	
Ability to work accurately with excellent attention to detail	Y	
Ability to build relationships with a diverse range of people	Y	
<b>Personal qualities / other</b>		

Able to deal with people at all levels, including those with disabilities	Y	
Knowledge and understanding of multiple sclerosis		Y
Drive, initiative and enthusiasm	Y	
Ability to work autonomously and as an effective member of a team	Y	
Caring and empathetic approach, excellent interpersonal skills	Y	
Flexible and adaptable to a variety of tasks	Y	
Ability to prioritise effectively and work under pressure	Y	
Commitment to the Centre's mission and aims	Y	
Ability to maintain confidentiality	Y	
Willing and able to work outside of normal hours to cover fundraising activities as necessary (Time off in lieu is provided)	Y	