

JOB DESCRIPTION – Community Fundraiser - Digital

- Hours:** Full time: 37.5 hours per week. Flexible working can be discussed. Flexibility will be required for evening and weekend working.
- Location:** Usually Wendover, Buckinghamshire, however remote working is available.
- Contract:** Fixed-term 6 month contract (Maternity Cover). To start as soon as possible.
- Salary:** Circa £24k pro rata.

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

As a member of the fundraising team, to develop and organise an agreed portfolio of Community and event activities – with a specific focus on digital initiatives – to generate sustainable income for the Chilterns MS Centre.

To provide excellent donor care for all fundraising activities, developing great relationships with the community and making supporters feel valued, in turn converting them into loyal supporters.

There may also be a need to support other income streams such as Corporate, Individual Giving and Trust fundraising.

Key Responsibilities

Financial

- To deliver or exceed agreed income targets across all community & events fundraising activities, ensuring a minimum ROI of 3:1 for all fundraising activities.
- To set and monitor budgets, in conjunction with the Community and Events Fundraising Manager, and ensure they are delivered on target and are as cost-effective as possible.

Communication

- Represent the Chilterns MS Centre positively at all times.
- To confidently present the key messages of the Chilterns MS Centre and encourage support from a wide-range of supporters and stakeholders via a variety of media including; informal conversations, networking, presentations, written literature, newsletters and website copy.
- To recruit and develop strong meaningful relationships with community groups, schools, sports clubs and individuals to increase awareness, support and donated income.
- To effectively manage key fundraising volunteers to deliver income and attend activities.
- To work with the Communications Manager to produce & implement relevant planned activity.
- Ensure a high level of donor / supporter care to maximise fundraising potential and ensure they feel valued.

Management

- To recruit, train, develop and assist fundraising volunteers to support activities.
- To manage relationships with outside agencies and suppliers e.g. golf clubs, venues and event suppliers.

Planning and Organisation

- To deliver high quality community fundraising events and activities which raise awareness of the Chilterns MS Centre in the local area. To be responsible for the health and safety of these activities, including writing & implementing emergency procedures if necessary.
- To use eTapestry, the fundraising database, to effectively administer & manage activity.
- To be physically active in setting up and taking down at events and community fundraising activities, including long periods of time of standing and unsociable hours.
- To effectively and efficiently manage all resources, including staffing & volunteers, for Chilterns MS Centre activities to maximise reach and fundraising potential (including attending, or organising attendance, in the local community when required).

Additional information

This job description will be reviewed as part of the post holder's 1-2-1 line-management meetings and is not intended to be a complete list of responsibilities. This role is accountable to the Community and Events Fundraising Manager, Head of Fundraising, Chief Operating Officer and trustees.

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. In the current climate, and due to the uncertainty around the running of events and face-to-face activities at the moment, this may include supporting other members of the team within their income streams including Corporate, Trusts, Legacies and Individual giving. This will be discussed with you if it's deemed necessary, and full support will be provided.

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. 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. Moving/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		Y
First Aid qualification		Y
Experience		
Minimum 2 years proven Community fundraising experience	Y	
Proven experience of organising fundraising events raising >£5k net profit	Y	
Proven experience of identifying opportunities and planning new activities – particularly with regard to Digital	Y	
Experience of efficient record keeping	Y	
Experience of building and maintaining public relationships	Y	
Experience of working effectively in a team, achieving demanding income goals	Y	
Experience of working with and motivating staff and/or volunteers	Y	
Knowledge and skills		
Excellent verbal and written communication skills, including presentation skills and confidence in public speaking	Y	
IT literate (eg Microsoft Office, Outlook, Databases, Social Media)	Y	
Excellent planning, organisational and implementation skills	Y	
Excellent analytical skills to evaluate activity / financial awareness		Y
Ability to work accurately with excellent attention to detail	Y	
Personal qualities / other		
Knowledge and understanding of multiple sclerosis		Y
Drive, initiative and enthusiasm, Good decision-making skills	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 vision and mission	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	

