

Recruitment Pack

Community Fundraising Manager



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About Age UK Croydon

We are Age UK Croydon, a local charity supporting older people (50+). Our vision is a Croydon where everyone can love later life. Our mission is to lead the way in empowering, enabling, supporting and connecting older people in the London Borough of Croydon to live well, healthily and independently.

Age UK Croydon is one of the largest charities in Croydon and we have been representing the interests of older people across the borough for over 25 years.

We have an expert team of staff and volunteers who work together to deliver our extensive range of services and activities right across the borough. With services spanning information and advice, health, wellbeing, falls prevention, dementia support, one to one personal independence coordinators, befriending and social activities, Age UK Croydon offers a holistic solution for older people to access the services they require in one place.

Our Vision

A Croydon where everyone can love later life

Our Mission

To lead the way in empowering, enabling, supporting and connecting older people in the London Borough of Croydon to live well, healthily and independently.

Our Core Values

Our core values are at the heart of how we work. They represent the feeling we want people to get when they work with us and they guide the decisions we make as individuals and as an organisation.

Integrity	We treat everyone equally and with respect
Empowerment	We work with people to ensure their independence
Trust	We're honest, truthful and can be relied upon
Compassion	We're warm and approachable
Collaboration	We work in partnership with like-minded people

Our Five Year Strategy

In 2018, we launched our Five Year Strategy, setting the course of our work under three strategic objectives. You can read more about it in on our website.

1. **Generating unrestricted income** – Ensuring our unrestricted income keeps up with the pace of growth.
2. **Development and innovation** – Ensuring our services continue to develop, grow and innovate
3. **Good governance** – Ensuring our people, systems and infrastructure can support and lead growth



Job Advert

Title: Community Fundraising Manager
Hours: 28 hours per week
Contract: Permanent
Salary: £30,000, pro rata to £24,000

**Age UK Croydon are looking for a superstar community fundraiser
to help us deliver our ambitious plans!
Could it be you?**

We've been supporting local, older people in Croydon for over 25 years and we've built up an amazing network of likeminded organisations and contacts. We're now looking to develop those relationships to increase awareness and opportunity for Age UK Croydon across the borough.

The Community Fundraising Manager will help us generate unrestricted income through local corporate and community fundraising. Fundraising efforts will be focused on the capital appeal, generating funds for the redevelopment of our Brigstock Road community hall and build new relationships as well as maintaining strong loyal ones that maximise income and opportunities for developing new and innovative services and programs for olde people.

If you are passionate about making a difference to the lives of local, older people and want to contribute to an organisation which is continuously striving to improve, then we would love to hear from you.

Key skills we are looking for:

- A track record and experience in corporate and community fundraising
- Locally-based
- Confident in presenting/communicating daily to large and smaller audiences and individuals regarding fundraising
- Good knowledge of social media and online fundraising tools and databases
- Good organisational skills

To apply

- Download our Recruitment Pack: www.ageuk.org.uk/croydon/about-us/work-for-us/
- Or email Executive.Assistant@ageukcroydon.org.uk and we will send you the pack
- Completed application forms should be emailed to: Executive.Assistant@ageukcroydon.org.uk

Closing date for applications: 4th February 2022
Interview Date: 11th February 2022
Anticipated Start Date: TBC



Job Description

Title: Community Fundraising Manager
Hours: 28 hours per week
Contract: Permanent
Salary: £30,000, pro rata to £24,000

Main purpose of the job

The Fundraising Manager is responsible for generating unrestricted income through local corporate and community fundraising, developing gifts in wills and elements of marketing communications linked to fundraising activities.

Initially, fundraising efforts will be focused on the capital appeal, generating funds for the redevelopment of Brigstock Road. In the medium to long-term the Fundraising Manager will continue to build new relationships as well as maintaining strong loyal ones that maximise income and opportunities for Age UK Croydon.

The role will be key in developing awareness and increased opportunity for Age UK Croydon, developing meaningful partnerships with likeminded organisations and individuals.

Fundraising

- Build relationships with local companies, raising money for the capital appeal through new corporate partnerships
- Expand Age UK's Croydon's network of community organisations in order to build strong relationships and develop fundraising opportunities
- Establish and work with Campaign Ambassadors to determine fundraising priorities
- Research potential corporate / community partners, focusing on Campaign Ambassador networks
- Create a sponsorship package and community fundraising pack for a variety of groups, e.g. corporates (of different sizes), religious groups, schools, community stakeholders
- Develop, write and present persuasive and innovative proposals to corporate and community partners incorporating wide-ranging support to include financial contributions, sponsorship opportunities, Charity of the Year partnerships, employee fundraising, payroll giving, gifts in kind and community events
- Be present in the community and work from different locations to raise visibility of Age UK Croydon, to have conversations about the charity and the campaign – including hosting a regular monthly slot on the Croydon Community Bus
- Act as an ambassador for Age UK Croydon, representing the charity and undertaking public speaking at external events, including a wide variety of networking events
- Maintain and develop existing corporate relationships by providing excellent account management, designing and delivering bespoke communications
- Create and publish messages relating to gifts in wills across a range of marketing channels, including training the team to talk confidently to clients
- Build relationships with solicitors to promote Gifts in Wills for Age UK Croydon
- Implement all related administration, recording of income, banking, thanking and reporting for donations received, producing monthly activity and income reports, updating CRM database with key contacts and information

Marketing

- Manage all capital appeal messages and content aligned with Age UK Croydon's Vision, Mission and Values
- Provide compelling newsletter, social media and website content throughout each stage of the capital appeal and afterwards
- Run events to encourage donations and community involvement, with volunteers, the community and corporate partners
- Secure speaking opportunities for the CEO/SLT at relevant events

Digital and social media

- Developing and managing content across all digital and social media platforms along with CEO/SLT
- Be the lead for Age UK Croydon's digital and social media platforms



Person Specification

Essential	Desirable
A track record and experience in corporate and community fundraising	Represents one of the communities which Age UK Croydon serves
Locally based – this person will need to spend most of their time meeting with community representatives / business owners in Croydon	Capital Campaign experience
Good organisational skills	Experience of managing multiple online platforms and email marketing software
Confident in presenting/communicating daily to large and smaller audiences and individuals regarding fundraising	Experience of using a fundraising database (Donorfy or similar)
Good knowledge of all social media platforms	

