

Job Description

Job Title:	Community Fundraiser
Salary:	£30,000 per annum.
Hours:	Full time – 35 hours (part time also considered).
Days and Times:	Monday to Friday, 9am - 5pm (to include week-ends when required).
Responsible to:	Director of Resources.
Responsible for:	Annual Fundraising and Marketing budgets; fundraising volunteers.
Main Location:	Head office in Hillingdon, but working across the 3 boroughs.
Status:	Permanent.
Main Purpose of Job:	Raising funds from individuals, community events and local businesses. Developing our stakeholder/supporter proposition, our 'Friends Of' Age UK HHB.

1.0 Raising Funds

- 1.1 Developing and delivering our community fundraising strategy and targets as agreed in consultation with Trustees and the Senior Management team.
- 1.2 Increasing contributions through new and existing relationships with corporate donors.
- 1.3 Organising and co-ordinating involvement in local and national fundraising activities and events including through local schools and Age UK HHB campaigns.
- 1.4 Working with managers to promote legacy giving.
- 1.5 Developing and maintaining a library of publicity and fundraising resources including images, key statistics and case studies.
- 1.6 Co-ordination with the Shops and Service managers to increase donations for sale through our charity shops.
- 1.7 Maximise Gift Aid contributions from donors.
- 1.8 Contributing as appropriate to other Age UK HHB income generation activities.

2.0 Developing our Stakeholder/Supporter Engagement and Communications

- 2.1 Produce a bi-annual newsletter for supporters.
- 2.2 To organise and oversee a rolling programme of Stakeholder (including 'Friends Of') engagement events across the three boroughs with the aim of increasing our supporter/donor base.
- 2.4 Involvement in relevant fundraising and community forums.
- 2.5 Co-ordinate fundraising activity and ensure consistency of publicity messages across the organisation and in line with Age UK HHB brand guidelines.
- 2.6 Develop and implement a marketing and publicity (including publicity material) plan to raise the profile and reach of the organisation across the three boroughs.

3.0 Developing Staff and Volunteer Contributions

- 3.1 Recruit and develop a team of volunteers to support our fundraising activities.
- 3.2 Liaison with Service managers to ensure all staff and volunteers have access to relevant fundraising training where necessary.
- 3.3 Ensuring all fundraising activity is carried out in line with relevant legislation and local licensing requirements.

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4.0 General

- 4.1 To maintain own professional expertise, including attending training as necessary and be subject to supervision and an annual appraisal.
- 4.2 To attend staff meetings, away days and other similar staff events.
- 4.3 To ensure all activities undertaken are carried out in line with Age UK HHB's vision, mission and values
- 4.4 To ensure that all activities are undertaken in compliance with Age UK HHB policies and in particular our equal opportunities, confidentiality, health and safety, safeguarding and information governance policies
- 4.5 All staff are expected to undertake their own administration and correspondence, including use of ICT, activity recording and reporting systems
- 4.6 It is the nature of the work that tasks and responsibilities may be unpredictable and varied. All employees are expected to work in a flexible way.
- 4.7 Some meetings and other events may be held out of normal office hours and may involve travel away from the local area.

5.0 Standards

- 5.1 The post holder will be expected to adhere to all Age UK HHB's policies and procedures in all aspects of their work.
- 5.2 The above items outline the main duties and responsibilities of the post and are designed to give an accurate flavour of the nature and scope of this post. However, they do not represent an inclusive list of all the duties required.

Age UK HHB is committed to safeguarding and promoting the welfare of all older people and children within the London Boroughs of Hillingdon, Harrow & Brent.

Person Specification

Education & Training	
Essential Criteria	Desirable Criteria

Educated to degree level or equivalent qualifications.	Recognised fundraising qualification
Training relevant to the role.	

Experience	
Essential Criteria	Desirable Criteria
Recent proven experience of raising significant income from a range of sources and activities	
Recent experience of producing publicity material and delivering presentations to a range of audiences	Recent experience of drafting press releases
Recent experience of relationship building to secure funding and other resources	Recent experience of raising funds from local businesses and/or corporate enterprises
Recent experience of working with volunteers	

Knowledge and Skills	
Essential Criteria	Desirable Criteria
Knowledge and understanding of strategies to secure donations and regular giving from individuals	Knowledge of relevant fundraising legislation and licensing requirements
Excellent written and verbal communication skills with the ability to produce effective fundraising narratives and material	Understanding of using social media to develop fundraising and public profiles
Strong interpersonal skills and ability to develop and manage relationships at all levels	
Confident user of a range of ICT resources for communicating, managing information, researching funding opportunities and reporting	Able to use desktop publishing software
Excellent project management and co-ordination skills	Event organising skills

Personal Attributes	
Essential Criteria	Desirable Criteria
Passion and motivation to deliver on Age UK Hillingdon's mission	
Understanding and commitment to Age UK Hillingdon Values	
Self-motivated and able to work flexible hours to achieve results	UK driving licence