

Job Description

Community and Events Fundraising Officer

Responsible to: Fundraising Manager

Brief overview of the role: Work with the Fundraising Manager to coordinate and deliver fundraising activities within the strategy, contributing to the achievement of our financial targets and strategic objectives.

The postholder will lead the day-to-day delivery of community, events and corporate fundraising activities. They will identify and develop new fundraising opportunities, build relationships with local businesses and community organisations, and provide an excellent experience for supporters and fundraisers to encourage long-term engagement.

Main duties:

Supporting our fundraisers and individual supporters

- Respond promptly to fundraising enquiries and send personalised information.
- Develop and deliver a rolling calendar of third-party events and activities.
- Recruit, engage and steward supporters to participate in third-party fundraising events.
- Work closely with marketing colleagues to maximise awareness and take up of community fundraising activities and events.
- Provide exceptional care to our fundraisers through the delivery of a supporter experience programme that encourages them to become long term supporters.

Explore and develop new support and areas of community fundraising

- Research and identify new fundraising opportunities, trends and income generation initiatives.
- Grow our community fundraising ability through development of bespoke events and working with colleagues across the charity to proactively identify community fundraising opportunities across our buildings and localities.
- Work with colleagues across the charity to proactively identify corporate fundraising opportunities.
- Develop and manage existing relationships with community groups, businesses and other local organisations to encourage their support for the charity.
- Undertake activity to increase awareness of our work by representing the charity as and when required, including speaking at events.

Information management, monitoring and evaluation

- Use the charity's fundraising database (Beacon) effectively to record and manage accurate supporter records, stewardship and reporting.
- Monitor, evaluate and report on fundraising activities against agreed KPIs.
- Use the fundraising database to produce reports and analyse success rates, to feed into the fundraising strategy.

Financial

- Monitor fundraising income and expenditure against agreed budgets and targets.
- Ensure supporters donations are coded correctly on the database, and they are thanked and acknowledged in a timely manner.
- Make recommendations for the community fundraising budget and how this should be spent throughout the year to ensure we have appropriate materials to support fundraisers.

General responsibilities

- Act as an ambassador for fundraising across the organisation.
- Be an active member of the fundraising team contributing to achieving financial targets and strategic objectives.
- Assist the Fundraising Manager with individual giving programmes, including regular giving, appeals, in memory and legacies fundraising.
- Support the Fundraising Manager with proposals to Trusts and Statutory Funders
- Take direction on new projects and priorities from the Fundraising Manager, which may vary from time to time.
- Support back-office functions and administration of the fundraising team.
- Work collaboratively with colleagues across the organisation to develop compelling and inspiring donor and supporter communications to strengthen the donor journey and reach fundraising targets.

Governance

- To comply with all organisational policies and procedures and relevant legislation including Health and Safety, Safeguarding and General Data Protection Regulations (GDPR).
- To attend relevant and mandatory training as required.
- To undertake any other duties appropriate within the role as may reasonably be required by AUKWSBH.
- Comply with fundraising best practice and fundraising law.
- Regularly and accurately update Charity Log, Xero and Beacon.

Key contacts and relationships

- All internal teams.
- Key external relationships with supporters, fundraisers, community groups, corporate partners, suppliers and event providers, Age UK National & other external agencies relating to fundraising.

Equality, diversity and inclusion

Age UK West Sussex Brighton and Hove is committed to anti-discriminatory policies and practices. It is essential that the post holder makes a positive contribution to their promotion and implementation.

Scope of job description

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the post holder.

Person Specification – Community and Events Fundraising Officer:

Experience	Essential	Desirable
Experience of working in a sales, customer-facing or fundraising role, ideally within community, corporate or events fundraising.	✓	
An understanding of supporter care principles and experience of building and maintaining supporter or customer relationships	✓	
Managing local partnerships, relationships, and stakeholders.	✓	
Managing a varied workload effectively, planning and organising a number of projects at one time to set timescales	✓	
Experience of coordinating events or community engagement activities.		✓
Working to annual plans and budgets and providing regular updates on progress		✓
Monitoring and reporting on activities and events		✓
Knowledge/qualifications		
Knowledge of Microsoft Office software is essential: Word, Excel, Outlook and PowerPoint	✓	
An understanding of, and interest in older people, their situations and the opportunities they may want and/or need		✓
Understanding of updating in house databases/CRM, preferably in a fundraising context e.g. Beacon		✓
Skills		
Confident relationship-builder, comfortable engaging with donors, partners and community supporters	✓	
Excellent written and verbal communication skills	✓	
Creative thinker with ability to spot opportunities and propose solutions	✓	
Excellent organisational, project and time management skills.	✓	
Excellent administrative skills with attention to detail	✓	
A 'can do' positive and professional attitude that can flex and adapt to change and challenges	✓	
Able to prioritise workload and manage own time effectively while ensuring good working relationships with donors and staff	✓	
Other requirements		
Commitment to AUKWSBH's vision, mission and values	✓	
A commitment to all aspects of sustainability so as to deliver effective and focused services that also minimise environmental impact	✓	
Ability to travel to different locations including other AUKWSBH sites	✓	
Understanding of and adherence to organisational Code of Conduct, supporting positive change across the charity	✓	