**ROLE DESCRIPTION**

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| Job Title: | Community Fundraiser |
| Division: | Charity Services |
| Team: | Fundraising & Marketing |
| Location: | Scotland based: Edinburgh (Causewayside House) and home working (blended working) |
| Contractual Status of Role: | Permanent, 35 hours per week Flexible working arrangements available |
| Salary: | £27,570.60 pa |
| Job Title of Line Manager: | Head of Fundraising & Marketing |
| Job Titles and number of any direct reports:  | None |
| Job Purpose: | Take a lead role in generating and maximising income from community fundraising activities with a focus on challenge/sponsored events, bespoke Age Scotland events, private and street collections, static collection boxes, fundraising volunteers and local businesses.   |
| Main Responsibilities/Deliverables: | **Events*** Work closely with colleagues in Communications to promote participation in challenge/sponsored events.
* Support participants in challenge/sponsored events
* Develop relationships with corporate challenge event participants to help establish a longer-term corporate partner/sponsor
* Explore and deliver bespoke Age Scotland fundraising events
* Direct, guide and encourage those who organise their own fundraising events, ensuring good practice
* Ensure the Website is up to date on Events

**Collections** * Develop and deliver a programme of street and private collections
* Develop a static collection box strategy and deliver this to increase income

**Fundraising volunteers*** Recruit and develop local dedicated fundraising volunteers, linking with other parts of the organisation as appropriate

**Corporate*** Work closely with the Corporate Fundraiser to maximise income from local businesses
* Support the Corporate Fundraiser with account management of large corporate partnerships

**Fundraising administration and processes*** Work closely with the Fundraising & Marketing Assistant to warmly thank donors for their support
* Capture monthly income from the different income streams on the fundraising database
* Work closely with the Head of Fundraising & Marketing to project and forecast income
* Regularly report on and evaluate fundraising activity and make recommendations
* Ensure the website is up to date with community fundraising activity
* Support Finance in preparing Gift Aid claims to HMRC
* Ensure the fundraising database is maintained to best effect

**Other Duties*** Attend, present and participate in events and meetings, as appropriate, to represent and promote Age Scotland’s interests
* Work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised
* Focus efforts where the returns are greatest, ensuring delivery against budget
* Ensure that all activities are carried out in accordance with relevant legal and regulatory conditions
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**PERSON SPECIFICATION**

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| **ESSENTIAL** | **DESIRABLE** |
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| **Experience:** |  |
| A track record of raising funds from community fundraising and events |  |
| Demonstrable experience of developing opportunities with corporate partners |  |
| Experience of event planning, costing and management |  |
| Self-motivated and responsive to a target-driven environment |  |
| Effective use of different communication channels to reach target groups |  |
| Efficient administration and use of a relational database | Experience of using Raiser’s Edge |
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| **Knowledge/skills:** |  |
| Self-confident with a drive to succeed |  |
| An organised and methodical approach to work with an ability to plan and prioritise |  |
| Excellent written and verbal communication skills | Experience of copywriting for promotional materials.  |
| Good knowledge of fundraising trends and techniques |  |
| Knowledge of fundraising good practice and legislation |  |
| Financial and commercial acumen |  |
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| **Qualifications:** |  |
|  | Member of the Institute of Fundraising |
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| **Additional Requirements:** |
| The role requires occasional travel in Scotland and the UK |  |
| Willingness to work from the Edinburgh office when required |  |
| An empathy with the vision and mission of Age Scotland |  |
| Desire to seek out professional development opportunities and to shadow other fundraisers to learn and grow |  |
| An understanding of and commitment to equal opportunities |  |
| Commitment to work alongside and support volunteers  |  |
| Employees are expected to undertake any and all other reasonable and related tasks allocated by their line manager. |  |
| Employees are expected to have a suitable home work space and furniture with a good broadband connection. |  |