



Job Description

Job Title:	Community Fundraiser
Date posted:	October 2009
Reports to:	Community Fundraising Manager
Direct reports:	None
Job Purpose:	To deliver a programme of community fundraising activity that will initiate, sustain and develop voluntary income streams. To generate and maximise income and profile within Beds, Bucks, Middlesex and Oxfordshire in line with the Community fundraising strategy.

Main responsibilities:

- To establish and develop relationships and Charity of the Year adoptions with community groups and associations including Rotary, Round Table, Golf Clubs and local government bodies within the 2 counties
- To maintain and develop existing committed fundraising groups within the counties. To recruit, develop and retain new volunteer fundraising groups to organise their own events and increase the profile of the charity within the community.
- To be responsible for and work within a set budget and maximise fundraising opportunities to meet the agreed targets for the area
- Provide support and advice on third party events within the community for individuals, volunteers and community groups, building their loyalty to the Willow Foundation
- To work with the Volunteer Co-ordinator to expand and support fundraising activities and look to recruit new volunteers
- Recruit community talks presenters to represent the charity at community events, talks and presentations.
- Be responsible for marketing and promoting the charity's campaigns within the community
- To research potential for community events and project manage all aspects of the event
- Update the Charity database to ensure accurate records are maintained
- Develop relationships with local businesses and identify potential Charity of the Year adoptions and sponsorship opportunities

- To generate monthly reports detailing progress on income and set objectives
- To work with the Communications Department to identify and maximise local media exposure

Measures of performance:

- Achievement of agreed objectives and targets – financial and non financial
- Quality of care and support offered to all donors and supporters
- Promptness in responding to supporters and situations
- Understanding and compliance with current legislation and the Willow Foundation's procedures and policies

Key working relationships:

- Volunteer Co-ordinator
- Communications Department
- Local committees and volunteers
- Donors and supporters

Person specification

	Essential	Desirable
Knowledge and understanding	<p>Firm grasp of fundraising principles and practice</p> <p>Knowledge of different methods of fundraising</p> <p>Knowledge of budgets and cost effective fundraising</p> <p>Knowledge of how to manage and motivate people</p> <p>Knowledge of charity legislation effecting the community fundraising discipline e.g. raffles, auctions, street collections, health and safety etc</p>	<p>Certificate in fundraising techniques and practice</p> <p>Member of Institute of Fundraising</p> <p>In depth knowledge of fundraising principles, methods and procedures</p> <p>Understanding of different supporter/volunteer needs and methods of relationship building</p>
Experience	<p>Experience of working within a fundraising, sales or marketing environment</p> <p>Record of achievement as a community fundraiser with another charity or in a sales/marketing environment</p> <p>Ability to work as a part of a small flexible team and contribute to group and individual targets</p> <p>Experience of planning and managing local events</p> <p>Managing projects through from conception to completion</p> <p>Experience of delivering talks to schools or local organisations</p> <p>Proven experience of working in a target-led environment</p> <p>Experience of engaging and inspiring individuals and community groups by effectively communicating a case for support</p> <p>Delivering high quality supporter and donor care through ongoing contact and communication.</p>	<p>Recruiting, supporting and supervising volunteers; working with as a volunteer</p> <p>Experience of developing and nurturing a network of community or regional fundraising groups.</p>

	Essential	Desirable
Skills and abilities	<p>Organised, self-starter capable of taking initiative.</p> <p>Excellent communicator with people at all levels (written, oral including public speaking and presentations).</p> <p>Able to build and maintain good working relationships with people</p> <p>Self-reliant and confident IT user including internet, email, databases, spreadsheets and MS Office.</p> <p>Ability to work well under pressure including the ability to prioritise and manage own time/workload</p> <p>A flexible approach to tasks undertaken whilst ensuring compliance with the organisation's standards.</p> <p>Commitment to continuing professional and personal development.</p> <p>Ability to work on a number of different projects simultaneously and ability to prioritise with excellent time management and planning skills</p> <p>Imaginative, creative and dynamic with a flair for good ideas</p> <p>Ability to engage with and influence key stakeholders in the local community</p> <p>Willingness and ability to work and participate as part of a team</p>	<p>Experience of Raisers Edge</p> <p>Online social networking skills.</p> <p>Excellent influencing and negotiation skills</p> <p>Sound information gathering and analytical skills</p>
Special conditions	<p>Able to work irregular hours and weekends where necessary</p> <p>Respect for and ability to maintain confidentiality at all times</p> <p>Own car and current driving license.</p>	

Applications by CV with a supporting letter by 1st March 2010 by email to simone.martin@willowfoundation.org.uk or by post to Simone Martin, HR Manager, Willow Foundation, Willow House, 18 Salisbury Square, Hatfield, Hertfordshire AL9 5BE.

In return we offer a good remuneration package, 25 days holiday and a contributory pension scheme.

All vacancies will require some work flexibility, including some evenings and weekends.