



JOB DESCRIPTION

COMMUNITY & EVENTS FUNDRAISER

REPORTS TO: UHCW CHARITY DIRECTOR

37.5 HOURS

SALARY RANGE: £26,000 - £30,000
DEPENDING ON EXPERIENCE

JOB PURPOSE

To coordinate and proactively develop community fundraising activities for UHCW Charity through engagement with UHCW NHS Trust wards and departments, patients and their families, community groups (including schools, churches and membership organisations) and through personalised donor-led relationship management with new and existing supporters. Working with these groups and individuals to help UHCW Charity to grow its fundraising income and local profile

PRINCIPAL OBJECTIVES

- To manage community fundraising for UHCW Charity, ensuring appropriate co-ordination across different fundraising activities and delivering agreed annual income targets
- Working with the UHCW Charity Director to develop annual plans and budgets for all ward/departments and community fundraising
- To implement a stewardship programme to engage groups and individual donors as repeat supporters
- To research, identify and recommend new potential relationships or other opportunities for UHCW Charity to increase fundraising income
- To recruit and oversee community volunteers and work in collaboration with the Charity Administrator to ensure excellent relationships with volunteers and donors
- To represent UHCW Charity at presentations, events, meetings and networking opportunities, working to enhance the UHCW Charity brand online and at all events
- To collate and write fundraising stories for marketing and social media

DUTIES AND RESPONSIBILITIES

FUNDRAISING

- Research and manage a pipeline of opportunities for our current supporters, community groups, volunteers, UHCW NHS Trust staff and enthuse them to fundraise for UHCW Charity
- Engage community supporters through face to face meetings, presentations and phone calls to inspire them to participate in fundraising activities
- Provide support, advice and resources to community supporters to ensure that they have the resources to maximise their fundraising for UHCW Charity
- Deliver presentations, attend meetings and events as part of the relationship management programme
- Communicate impact, collate and share approved case studies and engage supporters in activities to strengthen their relationship with UHCW Charity

STEWARDSHIP

- Contribute to the fundraising team’s effective and excellent stewardship of donors
- Deliver timely and personalised thank you letters for all donations received from community donors
- Deliver effective and timely pre and post-engagement communications

- Follow up on and deliver actions discussed during supporter meetings
- Plan and deliver appropriate supporter journeys to steward supporters to increase their life time value, through superior supporter care that exceeds the expectations of the supporter
- Identify and establish new relationships by researching and capitalising on donor networks
- Engage with and reporting regularly to supporters
- Ensure UHCW Charity meets the requirements of any donation, including offering supporter visits, recognition opportunities, PR and updates

DATABASE - HARLEQUIN

- Ensure GDPR compliance across all supporter communications
- Maintain accurate and up-to-date records of relevant supporter communications
- Maintain accurate and up-to-date records of opportunities, relationships and contacts
- Maintain accurate and up-to-date records of pledges, donations, volunteering, gifts in kind and acknowledgments

ADMINISTRATION

- Produce reports, and other information for the UHCW Charity Director
- Follow up enquiries, meetings and presentations and check on progress to ensure outcomes can be monitored
- Work closely and effectively with the fundraising team to gather and collate information that enhance UHCW Charity's case for support, reports and ensure that opportunities are not missed

FINANCE

- Working with the Corporate Fundraiser, contribute to budget preparations by providing supporter target lists and anticipated income to the UHCW Charity Director
- Liaise with the Charity Administrator to ensure that all donations are acknowledged and coded correctly

RELATIONSHIPS

- Work to build good relationships with donors and provide an excellent level of supporter care
- Establish and maintain high quality relationships across the depth and breadth of the hospitals and Coventry and Warwickshire Partnership Trust

OTHER

- A willingness to travel and work flexibly in line with supporters' requirements (flexible working hours are essential for this role, with some evening and weekend working required)
- Operate within Charity Law, GDPR and the Fundraising Regulator

ESSENTIAL WORK SKILLS

- Ability to adapt to the changing community fundraising environment
- Knowledge and experience of virtual fundraising
- Ability to present information to groups and individuals clearly and concisely
- Exceptional social media and communication skills: written, face-to-face and on the phone
- Outstanding organisation skills and the ability to manage multiple tasks at one time
- Exemplary interpersonal skills and the ability to communicate with a wide range of people
- The ability to solicit and develop support for UHCW Charity from a wide variety of community stakeholders
- Good level of computer literacy particularly Excel, Outlook, Word, PowerPoint and customer relationship databases

PERSON SPECIFICATION

ESSENTIAL

- Minimum 1 years' experience in community fundraising or events planning with a proven track record of building and developing working relationships and effectively networking
- Emotionally intelligent with strong empathetic and social skills in order to relate to a wide variety of people and develop effective networks
- A positive, flexible can-do attitude with the ability to deliver excellent quality of work under time-pressure
- Confident, cheerful with a friendly disposition and able to work as part of a team
- Sensitivity when dealing with donors, patients and with families who have been bereaved
- A flexible and positive attitude to work
- Ability to drive and availability of a car for business use

DESIRABLE

- Experience working in charities or other organisations working in the children's or health sectors
- Awareness of and insight current issues in the charity sector and the NHS
- Marketing experience

GENERAL

- In this role, the post holder will be required to adhere to all UHCW Charity policies including Equality and Diversity, Safeguarding, and Health and Safety
- Work flexibly and undertake activities as the role requires and as instructed by the UHCW Charity Director