

Job Description

Job Title: Senior Community Fundraiser

Location: Rowcroft Hospice

Reporting to: Philanthropy and Engagement Manager

Job purpose: Our vision is to make every day the best day possible for patients, and those closest to them, living with life-limiting illnesses in South Devon. As Senior Community Fundraising Officer, you will help deliver this by inspiring and supporting individuals and groups across our local community to raise funds for Rowcroft.

As well, you will provide outstanding stewardship to third-party fundraisers and participants, maximising income and developing lasting relationships, all while playing a key role in raising awareness of the hospice's work.

Our Values:

Honesty & Integrity Generosity of Spirit Respect Team Player

Key Roles and Responsibilities

Fundraising Delivery

1. Take a lead role in supporting and stewarding individual fundraisers, groups, schools and local clubs who choose to fundraise for Rowcroft.
2. Build strong relationships across all communities - including those who are less represented in our community fundraising activity and proactively seek new opportunities to increase engagement and income.
3. Work with the Philanthropy and Engagement Manager to deliver and grow annual income in line with agreed targets.
4. Research, plan and deliver new fundraising products to gain the support of a range of community groups and individuals.
5. Prepare and deliver presentations to a variety of organisations and groups to raise the profile of the hospice.
6. Work closely with a network of volunteers and ambassadors to support community fundraising.
7. Support in Rowcroft's presence at community events and fairs ensuring key messages are put across.

Supporter Care and Stewardship

1. Provide excellent support to all fundraisers and participants, ensuring they feel valued, supported and thanked appropriately.
2. Develop supporter journeys and deliver communications across email, phone, print and in-person contact.
3. Offer guidance and advice to help supporters maximise their fundraising.
4. Represent Rowcroft at fundraising activities and events, including at evenings and weekends.



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Marketing and Communications

1. Work with the Marketing and Communications team to ensure fundraising by community groups and individuals is promoted, and we gain maximum recognition from fundraising activities, including by gathering content.
2. Help create engaging supporter communications, event materials and social media content.
3. Liaise with suppliers and source fundraising materials and merchandise as required.

Administration and Data Management

1. Maintain accurate records on the fundraising database, using a prospects pipeline approach, logging activity and income.
2. Support with budgeting, planning and income tracking for your areas of responsibility.
3. Ensure fundraising activity complies with all legal, regulatory and data protection standards.

Team Contribution

1. Be an active and collaborative member of the Philanthropy and Engagement team and wider Fundraising team.
2. Attend team meetings and participate in training, development and planning sessions.
3. Support wider fundraising activity as required.
4. Promote a culture of continuous learning and development and wellbeing. Identify your own learning and development needs and ensure your mandatory and essential training is up to date. Play an active part in team meetings. Help to create an environment that is continually critically questioning practice and promoting learning.
5. Take reasonable care for your own safety and the safety of others. Adhere to all Health & Safety requirements, including Covid-19 secure processes and procedures.

This list can never be exhaustive, and is subject to change in line with the evolving needs of the organisation, but covers most of the work you'll be doing - always with talent, initiative and a commitment to great customer service.

Infection Prevention

All Rowcroft Hospice employees are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections including MRSA.

You agree to:

- Decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings;
- Take part in mandatory infection control training provided;
- Responsibly manage your own infections that may be transmittable to patients, including to contact Occupational Health for guidance.

Place of Work

This role has been identified as a field worker - the role will be mainly based in the office and out in the community with supporters. Regular out of office hours working, such as evenings and weekends will be required, for example when meeting community groups. This will be fully discussed and agreed with the postholder to meet individual and business needs.



PERSON SPECIFICATION
Senior Community Fundraiser

Attributes	Essential	Desirable
Qualifications and Training	<ul style="list-style-type: none"> • A good level of education including GCSEs in English and Maths or equivalent 	<ul style="list-style-type: none"> • Fundraising or event-related qualifications or training • A degree in a related subject
Knowledge and Skills	<ul style="list-style-type: none"> • Strong interpersonal and relationship-building skills with a variety of people from all backgrounds, including stakeholders • Excellent written and verbal communication • Organised, with the ability to manage multiple projects and meet deadlines • Able to work independently and as part of a team • Comfortable presenting to groups and engaging with the public • IT literate, with a good working knowledge of Microsoft Office and the ability to gather good quality basic film and photos using a mobile phone • Basic understanding of marketing and promotional tools • Project Management knowledge 	<ul style="list-style-type: none"> • Understanding of community fundraising and donor stewardship
Experience	<ul style="list-style-type: none"> • Working in fundraising, events, sales, marketing or similar • Working to income targets • Managing and promoting events or campaigns • Managing expenditure budgets 	<ul style="list-style-type: none"> • Managing staff and/ or volunteers • Using a CRM or similar system for recording activity
Personal Requirements	<ul style="list-style-type: none"> • Leadership through creative problem solving, a positive can-do attitude and a willingness and desire to ensure all who come into contact with Rowcroft have the best possible experience. • Proven ability to be part of a committed and hardworking team in line with the ethics and values of Rowcroft Hospice, acting in the best interests of Rowcroft at all times. • Ability to attend occasional events and meetings during the evening and weekends • Full UK driving licence, access to own vehicle, and willingness to travel around South Devon. 	<ul style="list-style-type: none"> • Willing and able to volunteer for at least one Rowcroft event each year. • Knowledge of South Devon community

