

Job Description

1. Post Title – Community & Events Fundraiser

Responsible to: Fundraising Manager

Responsible for: N/A

Hours: 37.5 hours per week

Background

Since 1980, Prospect Hospice has provided dedicated end-of-life care service for people living in Swindon, Marlborough and north east Wiltshire. We bring care, comfort and confidence, around the clock, every day of the year.

Our aim is to provide excellent, personalised and compassionate care for everyone in our community who is affected by a life-limiting illness. We work in close partnership with other organisations – specifically with local health and social care professionals – as well as local people. Working within our community allows us to lead, provide and influence care so that anyone affected by a life-limiting illness has access to the best possible support when and wherever they need it.

2. Main purpose & scope

The Hospice is dependent on voluntary fundraising for the majority of its income. The fundraising team is a key contributor to this income stream.

The overall aim of the Events and Community team is to maximise fundraising within the community. The Community and Events Fundraiser will be responsible for generating income and achieving targets through a variety of fundraising methods and on a needs-led basis.

While flexibility is paramount, this role's particular focus will be the organisation and promotion of our own events and marketing of external challenges, as well as the support of fundraisers and event participants.

In addition to the organisation and promotion of Prospect-led events and activities, this role will contribute to the ongoing review and development of Prospect Hospice's calendar of fundraising events and activities, including the



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selection of externally organised challenges. Understanding of the marketplace and assessment of return on investment are key.

The Community and Events Fundraiser will work with a wide range of people, ensuring a positive supporter experience both face to face and through effectively carrying out administrative duties. Relationship building and galvanisation of onwards support will be at the forefront of everything this role delivers.

At all times the Community and Events Fundraiser will continually look to raise the profile of the Hospice, championing all aspects of the charity's work.

The role has a requirement to work occasional evenings and weekends in order to support events.

3. Key accountabilities and areas of responsibility

Responsibilities will include but will not be restricted to:

- To be responsible and take the lead for specific high profile hospice fundraising events, taking the lead on event organisation and event management, as well as promotion and marketing of events.
- To be responsible for supporting individuals taking part in challenge events, building strong one to one relationships to maximise and support their fundraising opportunities.
- Ensure fundraising initiatives achieve maximum potential, to achieve agreed budgeted income & expenditure targets.
- To ensure that existing & new events and activities are thoroughly researched, planned and implemented in a timely manner.
- To ensure the reputation of the Hospice is a key consideration in all fundraising activities. To ensure the identification of risk, both physical and financial, relating to fundraising activities.
- To liaise with the communications team regarding the publicising of fundraising activities and events including creating detailed marketing plans for each event or activity to achieve maximum exposure.
- To prepare correspondence, relating to fundraising activities as necessary, interrogating the fundraising database as required.
- To provide as much guidance and support to individuals and groups in the community as practicably possible for activities held and challenges undertaken to raise funds for the Hospice, e.g. provision of posters, tickets etc.
- To represent the hospice in receiving cheques, attending events to thank supporters. To ensure that all supporters and their activities are warmly recognised establishing an effective method of acknowledgement and ongoing communication with fundraisers and donors in order to galvanise further support and repeat events.
- To support fundraising events and activities outside normal working hours, weekends and bank holidays when required.
- To seek opportunities to make presentations, give talks etc., to local groups, societies and special interest groups.



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- To provide an exceptional level of customer care to ensure that relationships with all Prospect Hospice donors/supporters are maintained and developed.
- To schedule and supervise fundraising volunteers, in line with agreed admin/clerical activities and at events.
- To keep accurate records of fundraising activities and analyse information and statistics to accurately target future fundraising activities.
- To ensure efficient use of resources at all times and to enable further growth in activity and income to achieve departmental targets.
- Support other members of the Events and Community team where required.
- To develop the annual fundraising plan in conjunction with the Events & Community Manager.
- Regularly scan for both national and international trends within the events industry and report recommendations to the Events and Community Manager.
- Ensure all monies emanating from each activity are paid in promptly and accurate records kept.
- To work within the legal framework and good practice guidelines for fundraising activity.
- To comply with requirements of the Data Protection Act.

4. Key Contacts

- Stakeholders / Partners
- Suppliers / agencies and other bodies, commercial and non-commercial, relevant to the role and purpose of the post.



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Person Specification

5. Skills, Knowledge & Experience

Experience

- Of recruiting participants/supporters to attend activities.
- Of planning and organising events.
- Of working to and achieving budgets.
- Of supporting individuals to achieve their goals (desirable).
- Of working as part of a busy team with a varied workload.
- Of speaking in public (or confident to do this).
- Of working with the general public.
- Of taking responsibility and acting on own initiative.

Knowledge and Qualifications

- Knowledge of fundraising and the voluntary sector (desirable).
- Knowledge of event organising/management/promotion.
- Knowledge of Microsoft Office applications.
- GCSE English and Mathematics (or equivalent).
- Driver, with a full, current UK driving licence for manual vehicles.

Skills and Abilities

- Ability to plan and prioritise own workload.
- Confident interpersonal skills.
- Ability to deal with people in a tactful and sensitive manner.
- Creative.
- Genuine enjoyment of working with and alongside people in a diverse range of settings.
- Ability to organise one's self and others to work to agreed goals.

Personal Attributes

- Commitment to and ability to demonstrate Prospect Hospice values and behaviours at all times.
- Able to maintain the highest professional standards at all times, and act as a true ambassador for the Hospice.
- To be authentic, open honest and transparent
- Have a track record of working inclusively and a genuine appreciation of the value of diversity.



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