

## **Job Description**

## **Senior Fundraiser (Regional)**

## **Reports to**

## **Head of Regional and Corporate Fundraising**

### **Job Summary**

As a key member of the fundraising team, the Senior Fundraiser for regional fundraising will take an active lead of all regional and community fundraising activity.

The role will proactively engage with the local communities the hospices serve to maximise income generation by providing excellent stewardship to new and existing supporters and developing plans to gain new supporters whilst raising the profile of the charity. They will be responsible for maintaining and developing new relationships with volunteer fundraisers, schools, community organisations and committees and small businesses.

### **Key Actions and Tasks**

1. To develop, implement and manage regional (community) fundraising the associated income and expenditure budgets, ensuring that all budget targets are achieved
2. To evaluate regional fundraising plans on a regular basis and make changes when necessary
3. To cultivate relationships with existing individuals, fundraising committees, businesses, schools and community groups by executing exemplary, personalised stewardships in order to maximise fundraising income, and to ensure their life long support.
4. To research and identify prospective new regional fundraising opportunities and activities and to produce funding proposals for donors and prospects, ensuring that the potential of these sources is fully maximised
5. To secure charity of year adoptions for organisations, including community groups, golf clubs, schools and smaller companies.
6. To undertake talks to community groups to maintain relationships, nurture new contacts and elicit donations.
7. To work closely with the Supporter Services Team and to uplift support under £1,000.
8. To actively promote and recruit participants to the Event Programme as per event target (to be outlined) for each activity.
9. To input into the development of the Ambassador programme, working with members of the Volunteer Support Team.
10. To work in conjunction with the Marketing Team to ensure strategic marketing and communication plans are created to promote community fundraising activity effectively
11. To support the recruit and manage volunteers utilising skills and resources available, working with other Trust personnel as appropriate.
12. To develop and maintain in-depth knowledge of the region, the companies, community and events including the smaller parishes that are in the region.
13. To produce monthly activity plans and reports.

14. To monitor income against agreed targets, escalating issues as necessary and agreeing remedial actions
15. To carry out any other duties as required by the Fundraising Management Team

### **Skills and experience**

- Proven success in a fundraising role with a minimum of 2 years fundraising experience.
- Highly developed written and verbal communication skills to deliver fundraising pitches, ideas and project updates to a range of audiences in a clear, inspiring and confident way
- Excellent written skills with a proven ability to prepare and deliver compelling presentations and engage a wide range of audiences in large group and face to face individual settings
- Well-developed ability to build, manage and develop relationships with both individual and company supporters
- Self-starter, who is creative and pro-active.
- Excellent time management skills
- A demonstrable structured and proactive approach to work
- Ability to organise and plan own work, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives
- Willingness to be administratively self-sufficient.
- Sound understanding of budgeting techniques.

**This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples the main role of the post-holder. It is therefore subject to alteration and development and will be reviewed jointly with the post-holder and the Director of Fundraising.**