

Job Description

Regional Fundraiser (Community & Business)

Reports to

Fundraising Manager

Job Summary

To develop an effective business plan to deliver the income, objectives, actions and tasks as detailed below ensuring that the Trust generates the finances necessary to operate effectively.

To maximise opportunities within the region by regular targeted and appropriate liaison and promotion with community groups and regional supporters.

Key Actions and Tasks

1. Achieve gross income from the region as agreed with manager.
2. Manage and deliver regional fundraising initiatives with a cumulative annual value over £1,000 and businesses with annual income for the charity between £1,000 and £5,000 (to include corporate donations, sponsorship opportunities, employees fundraising, payroll giving and gifts in kind).
3. Develop and maintain in-depth knowledge of the region, the companies, community and events including the smaller parishes that are in the region.
4. Develop appropriate regional management schedules to maximise time to research, target and visit supporter groups.
5. Develop relationships with existing individuals, fundraising committees, businesses, schools and community groups.
6. Work closely with the Supporter Services Team and to uplift support under £1,000.
7. Actively promote and recruit participants to the Event Programme as per event target (to be outlined) for each activity.
8. Gain ongoing Charity of the Year adoptions within the region. The target to secure at least 16 adoptions valued over £1,000 per year.
9. Generate new business via proactive campaigns (50 new calls to generate at least 10 new business meetings in the area per month).
10. Research, identify and develop corporate partnerships in area.
11. Develop employee fundraising within designated accounts utilising mechanisms such as CRM, payroll giving, sponsorship, events and charity of the years.
12. Develop corporate fundraising products e.g. Stores Wars and other events for use in the wider community e.g with schools and colleges.
13. Explore opportunities for corporate networking within designated area e.g. chamber of commerce.
14. Work closely with the events team to maximise corporate fundraising opportunities e.g. team registrations, volunteering and sponsorship.

15. Work with the Corporate Fundraiser and Major Donor Fundraiser to enhance and uplift corporate and individual relationships within the territory to gain longer term strategic partnerships.
16. Maximising locally run events and if necessary work together with the Events Fundraiser to combine skills, knowledge and expertise.
17. Regularly liaise with other Fundraisers to promote and generate opportunities.
18. Recruit and manage volunteers utilising skills and resources available, working with other Trust personnel as appropriate
19. Input into the development of the Ambassador programme.
20. Administer thank you letters for donations over £1,000.
21. Produce weekly activity plans and reports.
22. Monitor income against agreed targets, escalating issues as necessary and agreeing remedial actions.
23. Work with the Marketing Team to effectively promote activity for use of PR as well as social media platforms.

Skills and experience

- Proven success in a fundraising role
- 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
- Proven ability to prepare and deliver compelling presentations and engage a wide range of audiences in large group and face to face individual settings
- Good negotiation skills
- Excellent written skills and the ability to prepare persuasive proposals and accurate reports
- Well developed ability to build, manage and develop relationships with both individual and company supporters
- Excellent time management skills
- Proven territory 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

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.