

## Job Description

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| <b>Job Details:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                |
| <b>Job Title:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Senior Community Fundraiser</b>                                             |
| <b>Grade:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Croner – Charity (All) – Rank 4                                                |
| <b>Department:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Fundraising                                                                    |
| <b>Directorate:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Marketing & Engagement Team                                                    |
| <b>Reporting to:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Head of Fundraising                                                            |
| <b>Responsible for:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Community Fundraisers, Community Business Fundraising Co-Ordinator, Volunteers |
| <p><b>Job Summary / Main Purpose:</b></p> <p>Working closely with the Head of Fundraising, and other community fundraisers, you will be responsible for developing our community fundraising portfolio. Managing the community fundraising team, including the Community Business Fundraising Co-Ordinator (delivering both community business fundraising and the Activation Team), and a growing team of active volunteers.</p> <p>Your focus is on growing meaningful relationships, ensuring your team are doing the same. Stewarding those relationships to an excellent standard, maximising our overall community engagement and delivering vital income. To do this you will provide expert guidance and support to your team, volunteers, to individuals, groups and organisations within the community who wish to raise funds for the Hospice. You will help them realize their fundraising potential through excellent supporter communication. Growing our supporter database is critical, and acquisition is key to the success of the community team.</p> <p>You will proactively acquire, retain and engage with new donors in our community, building an active network of long-term fundraisers. You will lead on the research and delivery of a range of new activities and community initiatives that enable all supporters to fundraise in a way that suits them. You will proactively manage and deliver community fundraising on a designated part of our patch.</p> <p>You will be an ambassador for the Dorothy House brand, able to represent the Hospice in receiving cheques, hosting talks and attending events. You will maintain community fundraising budgets, and deliver against key fundraising targets, using tactics developed with the help of the Head of Fundraising.</p> <p>You may be required to take on specific projects, and support with our main events as deemed appropriate by the Head of Fundraising.</p> |                                                                                |

### **Principal Duties and Responsibilities**

- Lead the community team with care and compassion
- Maintain budgets, and report on progress, including KPI reporting and income.
- To support, encourage and maximise all community led fundraising activities, ensuring they are all correctly branded, well marketed and reach full fundraising potential for income generation and brand awareness.
- Build and grow our community volunteer teams in-line with our fundraising volunteer strategy.
- To be accountable for and deliver to agreed income targets and key performance indicators.
- To build and develop relationships with all community supporters, communicating appropriately with them making sure they feel valued so that they become long term supporters.
- To proactively develop new relationships with individuals, community organisations, clubs, Schools, Colleges and Nurseries groups. To manage the balance between proactive and reactive fundraising.
- Work collaboratively with the Volunteer Services Team to proactively organise opportunities to present on the work of the hospice and support the delivery of presentations seeking fundraising and volunteering support.
- To seek opportunities to make presentations, deliver relevant and informed talks to the local community and to represent Dorothy House at events and functions when required.
- To ensure that all income and expenditure is correctly accounted for and all cash handled in accordance with the Hospice's procedures and to ensure that all fundraising activity is legal, ethical and conducted to the highest possible standards.
- To ensure that all external activities are warmly recognised, acknowledged and thanked in accordance to the Dorothy House supporter care process.
- Support signing up, briefing, motivating and thanking hospice volunteers for initiatives within team's remit.
- To deliver and attend regular 121s and departmental team meetings to review performance, plan future fundraising activities and share relevant information.
- To work closely with the Communications Team to ensure all fundraising activities are effectively promoted.
- To provide and undertake training when necessary and participate and deliver regular appraisals and performance reviews.
- To be flexible and adaptable in approach and prepared to work weekends and evenings.
- To support other members of Dorothy House as required.
- To deliver professional reports and presentations as required.
- To ensure that all admin associated with initiatives within remit and any admin support directed by the Fundraising Leadership, is effected promptly, with a particular focus on database maintenance of contacts and ensuring that

acknowledgement letters and certificates of thanks are sent out and recorded accurately on the database.

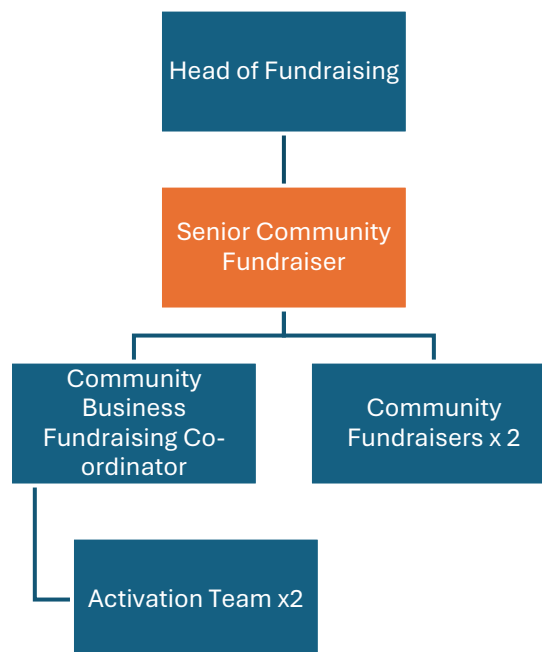
- To ensure that all actions comply with the Data Protection Act and relevant charity Codes of Best Practice and legislation.
- Carry out risk assessments for events within remit and liaising with insurance company where necessary.
- The post-holder will lead the community team and volunteers as required – this may include input into volunteer recruitment and training.

#### **Professional Development:**

- To ensure that your knowledge is continuously updated on fundraising best practice and sector changes; keeping up-to-date with knowledge through attending external training, conferences, workshops, webinars and research.
- The post holder will be responsible for continually maintaining their working knowledge of practices, policies and procedures and highlight ongoing training and development needs to their manager.

It is a requirement of the postholder to be present occasionally alone in charge or in assistance at out-of hours functions. Such attendance to be agreed with the Relationship Fundraising Lead who will allow time off in lieu to be taken as appropriate.

#### **Structure Chart**



#### **Contacts**

- Head of Fundraising.
- Members of the Fundraising and Marketing and Communications Team
- Members of the public and media - fostering relationships, receiving cheques, attending functions.

- Members of volunteers and support groups - contact at all levels.
- Volunteers who assist in Community based fundraising activities in a variety of ways ensuring that Dorothy House is represented in a professional positive and appropriate manner at all times.
- Current and prospective donors.
- Fundraisers from charities with whom Dorothy House is working in partnership to deliver services.

**Special Note**

This job description does not form a part of the contract of employment but indicates how that contract should be performed. The job description will be subject to amendment in the light of experience and in consultation with the post holder.

**Leadership Commitment**

As a People Manager at Dorothy House, you play a vital role in shaping our culture, supporting our teams, and delivering our purpose “**to empower, collaborate and deliver so that no one faces death alone**”.

As part of our Manager Role Profile, this role is identified as a “**Service Leader**”. This means that you will commit to:

*Lead Me Well:*

- Help your teams focus on what matters most.
- Tackle poor behaviour or contribution early - with clarity and respect.
- Support your managers to grow as confident people leaders.

*Support My Development and Wellbeing:*

- Make development a core part of the job - not an add-on.
- Offer growth opportunities (e.g. projects, mentoring).
- Act when seeing pressures or when morale is off.

*Listen to Me and Keep Me Informed:*

- Communicate clearly, early and often.
- Create space for questions and challenge.
- Escalate feedback where needed and follow up.

**No Smoking Policy**

Dorothy House operates a No Smoking Policy for all staff, volunteers and visitors in relation to promoting health. It applies to the Hospice premises and grounds at Winsley, all Dorothy House shops and when staff are on duty in patients homes.

**Confidentiality**

All of the work relating to patients, carers, donors, staff and volunteers and any other information gained are of a confidential nature and must not be communicated to other persons except in the course of duty.

**Health and Safety at Work Act**

It is the responsibility of all employees to ensure that the requirements of the Health and Safety at Work Act are complied with safe working practices are adhered to and that hazards are observed and reported to the appropriate office.

### **Safeguarding**

Dorothy House is committed to promoting the wellbeing of all adults and children who use our services, ensuring that they live a life that is free from harm, abuse and neglect. We work in an open and transparent way and encourage staff, volunteers, patients and families to raise any safeguarding concerns. All staff should ensure that they are aware of their responsibilities and attend the mandatory training as required.

### **Person Specification**

| <b>Criteria</b>                                                                         | <b>Essential</b> | <b>Desirable</b> |
|-----------------------------------------------------------------------------------------|------------------|------------------|
| Good standard of English and Maths.                                                     | X                |                  |
| Confident using databases and Microsoft Office tools to generate and present reports.   | X                |                  |
| Experience working towards and delivering revenue targets.                              | X                |                  |
| Previous experience within a fundraising or sales role                                  | X                |                  |
| A passionate leader who demonstrates being able to motivate a team and lead by example. | X                |                  |
| Demonstrates a results driven, creative and innovative approach to problem solving.     | X                |                  |
| Excellent organisational and prioritisation skills                                      | X                |                  |
| Full UK driving licence with access to a vehicle*                                       | X                |                  |
| Experience leading a team                                                               |                  | X                |
| Experience working with volunteers                                                      |                  | X                |

\*due to the community responsibilities of the role. Regularly traveling door to door of local businesses. In some cases, outside of public transport times and areas.