

**Queenscourt Hospice  
Role Description**

<b>Post:</b>	Community and Challenge Events Fundraiser
<b>Responsible for:</b>	Fundraising Assistant
<b>Reportable to:</b>	Fundraising Manager
<b>Accountable to:</b>	Head of Income Generation

**Role summary**

The post holder will work as a member of the fundraising team, increasing income and raising awareness of Queenscourt Hospice throughout the local community by developing long term fundraising relationships with groups, volunteers, local organisations, and individuals.

We are looking for a fundraising professional who has an excellent understanding of relationship management and supporter development, and who has the drive and enthusiasm to help grow our portfolio of challenge and community activities. These include the Virgin Money London Marathon, Prudential RideLondon-Surrey 100 and Great North Run. The right candidate will deliver an excellent supporter experience, ensuring that our supporters reach and exceed their fundraising targets

Out of hours working is essential in this role.

**Main Duties and responsibilities**

1. Retain and identify relationships with the local community including schools and education groups, sports groups, religious groups, businesses, individuals and general community groups to raise income and awareness.
2. Inspire, manage, support and build loyalty of new and existing fundraisers through regular updates (email, phone, face-to-face meetings)
3. Work closely with existing Support Groups to assist in their fundraising and encourage regular supporters to set up new support groups.
4. Research and develop a calendar of third-party challenge events, purchasing places in line with an agreed budget.
5. Recruit, manage and retain (in conjunction with the Volunteer Manager) a team of volunteers empowering them to develop local fundraising and fundraising volunteer opportunities.
6. Deliver talks and presentations (including online) to a variety of audiences.
7. Represent Queenscourt at functions, community events and cheque presentations as required.
8. Maintain and develop the existing portfolio of corporate relationships, providing excellent account management to maximise income.
9. Arrange a programme of public collections throughout the year, obtaining any necessary licenses and manage the volunteers required to run these.
10. Manage and develop Queenscourt's collection boxes and home boxes out in the community and identify new opportunities for growth.
11. Manage your own diary, ensuring effective time management, and balancing the competing demands of being out in the community and working on essential planning and administration in the office.
12. Working with the Supporter Care Co-ordinator to ensure that supporters of Queenscourt receive appropriate thank you letters and are recognised for their efforts via social media, our Queenscourt Matters newsletter, hospice heroes and life stories are captured.

13. Maintain and keep comprehensive records of supporters and activities on the fundraising database.
14. Provide effective support and cover for other members of the fundraising team as required.
15. Implement and manage Challenge Events marketing campaigns including selecting and segmenting the appropriate data and considering all marketing opportunities such as social media.
16. Ensure that all your fundraising activity complies with best practice, adhering to the Institute of Fundraising Code of Fundraising Practice and all relevant legislation, as well as observing Queenscourt's own policies.

### **Strategy and Planning**

17. Develop a community fundraising strategy to achieve significant annual income, expenditure and activity targets.
18. Lead the planning, promotion and delivery of various campaigns and activities such as Queenie's Roadshow and the Christmas Tree Collection
19. Develop and implement new community fundraising ideas and opportunities.
20. Ensure the meticulous recording of all data relating to events fundraising on Harlequin and filing systems (including personal data and financial information).
21. Work co-operatively with all colleagues within the Income Generation Team to promote and maximise income across all activities, including content for social media platforms

### **Reporting and analysis**

22. Create and monitor an income and expenditure budget to include re-forecasting and contingency planning across multiple income streams, ensuring that maximum return on investment is achieved, regularly discussing your approach with the Fundraising Manager.
23. Produce analysis reports for each area of community income streams to measure performance against objectives and budgets, in order to assess ROI impact, make recommendations, and inform future activities
24. Develop contingencies to mitigate any income shortfalls arising during the year.
25. Work with the Finance Officer to ensure that fundraising income is accurately recorded in a timely way according to Institute of Fundraising best practice guidelines

### **Database health**

26. Proactively champion good knowledge management and continually seek to improve systems and processes
27. As part of the Income Generation Team, play a leading role in ensuring that Queenscourt's donor database (Harlequin) is well maintained, accurate, up to date and accessible
28. Ensure full compliance of data protection and best data privacy practice

### **Line Management**

29. Manage appropriate team members, carrying out regular 1:1's and appraisal meetings. Identifying and providing any necessary support as required.

### **Policies and Procedures**

30. Understand and comply with the policies and practices of Queenscourt including Health and Safety
31. Comply with the Data Protection Act 1998
32. Participate in an annual development and review process
33. Attend statutory training in accordance with Queenscourt requirements.

## **Health and Safety**

34. The post holder must familiarise themselves with matters relating to health and safety management as they affect them personally and/or Queenscourt, reporting any potential risks to life or property immediately in accordance with the Queenscourt's Health and Safety policy and procedures. Staff must use all equipment provided to undertake their role safely.
35. The post-holder is responsible for ensuring the events they organise have a risk assessment undertaken with appropriate safety measures in place.

## **Other**

36. Maintain absolute confidentiality in all areas of work
37. Behave at all times with complete integrity, respect and professional dignity ensuring actions enhance the reputation of themselves and the charity
38. Any other duties commensurate with the grade and post, which support Queenscourt's strategic objectives.

## **NOTE:**

**This document does not attempt to describe all the tasks to be performed. It will be open to periodic review and as a minimum will take place annually as part of the appraisal process and as a result, alterations and additions may be made.**

**Person Specification – Community and Challenge Events Fundraiser**

<b>Attributes Required (based on job requirements)</b>	<b>Essential</b>	<b>Desirable</b>	<b>How tested</b>
<b><u>Qualifications</u></b>	<ul style="list-style-type: none"> <li>• Educated to level 5 (e.g. degree level) or equivalent experience</li> <li>• IT qualification such as ECDL or CLAIT</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant further study</li> <li>• IOF Certificate in Fundraising</li> </ul>	Application Form Certificates
<b><u>Experience</u></b>	<ul style="list-style-type: none"> <li>• A good understanding of Community fundraising, challenge event and project management.</li> <li>• Previous experience of organising events and stewarding challenge eventers</li> <li>• Experience of dealing with the wider community</li> <li>• Experience of using Microsoft Word, Excel, PowerPoint and emails to a proficient standard</li> <li>• Experience of using a database</li> </ul>	<ul style="list-style-type: none"> <li>• Overseeing and working with volunteers</li> <li>• Experience of working in a charitable organisation</li> <li>• Experience of working in a Hospice</li> <li>• Experience of using Harlequin database</li> </ul>	Application Form Interview References
<b><u>Skills &amp; knowledge</u></b>	<ul style="list-style-type: none"> <li>• Excellent verbal, written and presentation skills</li> <li>• Public speaking ability and public relations skills</li> <li>• Social media skills</li> <li>• Excellent organisational skills</li> <li>• Good understanding of budgeting and financial management</li> <li>• Proven track record in achieving financial and non-financial targets.</li> <li>• Good working knowledge of MS Office and CRM databases</li> <li>• Strong team worker, leadership and interpersonal skills.</li> <li>• Good problem solving and decision making skills</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Harlequin fundraising database</li> <li>• An understanding of the Hospice movement</li> <li>• Knowledge of the local area</li> <li>• Able to analyse information and make objective decisions based on outcomes</li> </ul>	Application Form Interview References Test
<b><u>Personal Qualities</u></b>	Strong completer-finisher, proactive, conscientious, efficient, energetic, determined, self-motivated and target driven. Trustworthy, patient and a good relationship builder. Passionate about the work of the Hospice. Enjoys working as a team.		References Interview
<b><u>Disclosure and Barring Service (DBS)</u></b>	This post is subject to a disclosure and barring check		