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**Job Title: Community and Events Fundraising Officer**

**Hours: Permanent, Full Time (35 hrs per week)**

**Salary: £23 - 25k**

**Reports to**: **Head of Engagement and Development**

**Main Purpose**

Cultivate relationships with community and event fundraisers to grow the current programme of events, increase income generation and foster long-term supporters. Deliver a programme of events that meets the objectives of the Fundraising Strategy, analyse and monitor the effectiveness of community and event fundraising and generate creative new ideas to increase ROI.

**Key Relationships**

**Internal:** Fundraisers, Volunteers, Staff, Senior Management Team, and Trustees.

**External:** Individual Fundraisers, Community Groups, Community Volunteers

**Scope of Role**

1. Implement the Fundraising Strategy for community and event fundraising
2. Develop an annual programme of events
3. Strengthen relationships with community and event fundraisers
4. Generate creative new ideas that offer significant ROI
5. Assess and evaluate the effectiveness off community and event fundraising

**PERSON SPECIFICATION**

The successful candidate will be an experienced individual with the ability to inspire and motivate fundraisers.

**Professional/Technical qualifications:**

* Qualified to degree level
* Evidence of continuous professional development or, equivalent work experience

**Experience**:

* Previous experience working within community and events fundraising and proven track record in achieving financial targets and key objectives.
* Demonstrable experience of growing the supporter base for community and events fundraising.
* Substantial experience of managing conflicting priorities to deliver high quality results to deadlines.
* Able to motivate & engage with volunteers' and mobilise them toward fundraising activities.
* Experience of working with and delivering effective communications activity for fundraising activities and partnerships.

**Knowledge and Skills:**

* Exceptional interpersonal skills, and ability to build strong relationships with individuals and groups
* Ability to focus on impact and deliver outstanding results in a team environment and contribute positively as part of a team
* Communications – excellent written and verbal skills
* Knowledge of donor acquisition and retention strategies
* Well organised, able to prioritise work for self and others with an understanding of the importance of detail.
* Entrepreneurial and innovative approach with an ability to identify and act upon opportunities.
* Excellent planning, organisational and problem solving skills with the ability to develop new approaches.

**MAIN DUTIES AND RESPONSIBILITIES**

1. Strategy

* To contribute to the implementation of the Fundraising Strategy, by preparing community fundraising and fundraising event plans which link into the overall strategy, budget and targets, and to report on progress of these plans throughout the year.

2. Income Generation

* To research, plan and implement both existing and new fundraising events in order to create an events calendar with a broad range of activities such that every supporter would wish to participate in at least one per annum.
* To manage all event logistics, establishing and implementing a clear project plan to ensure compliance with insurance liability, risk assessments, Institute of Fundraising guidelines and general Health & Safety legislation.
* Maximise the places which SRUK purchases in Challenge Events such as Virgin Money London Marathon and Prudential Ride-London Surrey 100 by recruiting a team of dedicated fundraisers.
* Generate creative new ideas that offer significant ROI.
* Provide guidance to supporters when planning their own events.
* To regularly assess & evaluate the effectiveness of community and event fundraising activity including income and expenditure and analysis of events, producing reports for senior management as required.
* To work closely with Marketing and PR Team to ensure that all events are appropriately marketed and all public relations opportunities are maximised.
* To work closely with the Marketing Manager to research and secure sponsorship for events using existing contacts and cold approaches.

3. Supporter Care

* Be the key point of contact and provide effective management of relationships with community and event fundraisers, maximising fundraising and developing long term supporters by deploying high standards of customer care.
* Diligently capture supporter data to inform the supporter journey and stewardship plan.
* Pass on leads where appropriate to other fundraisers and act on/advise where appropriate.
* Ensure SRUK is viewed in a positive and professional light at all times.

4. Partnerships

* Account manage charity of the year partnerships with local businesses.
* Approach and support local clubs, societies and schools to fundraise for SRUK.
* Support, motivate and develop local fundraising volunteers, ensuring they have a clear understanding of SRUK and our purpose.
* Recruit and support volunteers required to run local collections.

5. Policy and Procedure

* Ensure all necessary donation administration is accurately assigned, ensuring that high standards of financial and donor records are kept, the supporter database is maintained and all activities are conducted in line with the current legislation relating to charitable activities and SRUK policies.
* Keep up to date with fundraising legislation and codes of practice and to provide relevant advice to fundraisers and colleagues.

6. Other Duties

* To be prepared to be away from home overnight, as the job reasonably demands.
* To undertake any other works as could be expected of a Community and Events Fundraising Officer.