

Join our team



SENIOR COMMUNITY & EVENTS FUNDRAISER

Candidate Information Pack

Senior Community & Events Fundraiser

This role is a developing role as we build on this income stream. There are strong foundations already set up with established events and initiatives to build on as well as opportunities to bring new ideas and innovation. We have a loyal community and this is a stream where you can make a real impact.

We are looking for an ambitious individual to be part of our team taking Scleroderma & Raynaud's UK to the next stage in its journey of transformation and growth.

This is an exciting time to join the organisation as we scale up to deliver on our ambition to significantly increase the level of investment in research and services, so that people affected by Scleroderma or Raynaud's have access to the best treatment, information and support. Fundraising is a central part of the organisational strategy and there is an ambition to protect, grow and diversify our income as well as our team.

We are looking for someone with a desire to create positive change and embrace our values which inform how we deliver our services, the choices we make and how we work with, support and develop our staff and volunteers:

SRUK is:

- **Collaborative** in the way we work
- **Driven** to see real change
- **Trusted** because we are open and honest about the way we work
- **Compassionate** because we always put the person first

If you are looking to take the next step in your career and want to take on new opportunities, learn new skills and be fully supported in your progression then this is the right team for you to join.

About SRUK

Scleroderma & Raynaud's UK (SRUK) is the only charity dedicated to improving the lives of people affected by Scleroderma and Raynaud's. We are here to improve awareness and understanding of these conditions, to support those affected, fund ground-breaking research and ultimately, to find a cure. Our community are at the heart of everything we do and our values shape how we work; we are collaborative, trusted, compassionate and driven.

Our Fundraising strategy aims to protect, grow and diversify our income by building a community of loyal, engaged and proactive supporters, advocates and funders. To achieve this; we are supporter focussed and audience driven, we are leading and driving the conversations and empowering our community to be fundraising advocates, supporters and ambassadors.

About the Team

You would be part of the fundraising and communications team of 5 currently growing to 6. We are a supportive team working together to increase our reach by engaging communities of people across the UK to raise awareness and funds. We work collaboratively sharing ideas, successes and problem solving collectively. Together we have a range of experience and skills. We are keen to grow the team as we continue to increase our income and grow our community of supporters.

Head of Fundraising & Communications

Information &
Communications
Officer

Senior
Community
& Events
Fundraiser

Senior
Individual
Giving
Fundraiser

Digital
Engagement
Manager

Partnerships
& Trusts
Fundraiser
(new role)

The Role

Job Title:	Senior Community & Events Fundraiser
Hours:	Permanent, Full Time (35 hrs per week)
Salary:	£28-32k
Reports to:	Head of Fundraising and Communications
Based:	Central London / Currently we are working on a hybrid of office & home-based days. Flexible working arrangements will be considered.

Main Purpose: To lead on the development and delivery of a programme of growth to increase income from the established community and events stream. Leading on identifying and developing new opportunities, engaging new audiences to increase and diversify our supporter base. As well as developing engaging supporter journeys and stewardship plans to ensure we have a database of long-term, engaged and active supporters.

Key Relationships

Internal:	Fundraising team, SRUK staff team, Volunteers
External:	Individual Fundraisers, Community Groups, Small Businesses, Community Volunteers, event suppliers

Scope of the role

1. Work with the Head of Fundraising & Communications to implement and shape the Strategy for community and events fundraising
2. Develop an annual programme of events with a full marketing and recruitment plan across various platforms
3. Foster and strengthen relationships with community and event fundraisers through tailored supporter journeys and stewardship plans that are engaging and relevant.
4. Develop and implement new events and initiatives to engage new audiences and increase long-term support.
5. Continually assess and evaluate the effectiveness of the community and events fundraising programme making recommendations to ensure that we are maximising our income and reach.

Main Duties and Responsibilities

Planning and strategy

- To contribute to the success of the Fundraising Strategy, by preparing community & Event fundraising plans which link into the overall strategy, budget and targets, and to report on progress of these plans throughout the year.
- To work with the Head of F&C to track and report on income to identify any potential shortfalls in income and work on plans to mitigate and minimise the impact of them.

Income Generation

- To build on and grow community and events income and ensure we have a sustainable community and events programme.
- To research, plan and implement existing and new fundraising events to engage a wide range of long-term supporters in a broad range of activities, setting and achieving targets for income and engagement.
- To manage all event logistics, establishing and implementing a clear project plan to ensure compliance with insurance liability, risk assessments, Institute of Fundraising guidelines, GDPR and general Health & Safety legislation.
- Maximise income from Third party Events such as the London Marathon, Royal Parks Half and London Landmarks Half, by filling all paid for places with a team of dedicated supporters.

- Provide guidance and support to DIY fundraisers and celebrate their achievements across our platforms to ensure maximum engagement and long-term support.
- To regularly assess & evaluate the effectiveness of community and event fundraising activity including income and expenditure and analysis of events, producing reports and making recommendations as required.
- To work closely with the Digital Engagement Manager and Head of F&C to ensure that all events are appropriately marketed and all public relations opportunities are maximised.
- To work closely with the Head of Fundraising and Communications to research potential opportunities for sponsorship of new initiatives and other, alternative ways to achieve increased income.
- To build a programme of Community fundraising support from individuals, clubs, groups, associations and small businesses to ensure that we have a broad and engaged supporter base.
- Develop and deliver effective and engaging fundraising propositions and campaigns across all platforms, online, offline and social media.

Stewardship

- Be the key point of contact, to provide effective management of relationships with community and event fundraisers, maximising fundraising and developing long term supporters by delivering high standards of supporter stewardship.
- To attend community and event fundraisers to raise awareness of the charity and support charity fundraisers.
- Using Raisers' Edge to provide end-to-end supporter journeys that are tailored, personalised and engaging.
- Regularly updating communications and exploring innovative ways to engage with, celebrate and support our community of fundraisers.
- Work across the team to pass on leads where appropriate to ensure all potentials opportunities are maximised.

Partnerships

- Research and develop potential opportunities for working with local businesses.
- Approach and support local clubs, societies and schools to fundraise for SRUK.
- Work with the Information and Support Manager to implement, recruit and support a volunteers and ambassador network. Working with our current Support Groups volunteers to build a community of engaged supporters and advocates.

Policy and Procedure

- Ensure all necessary donation administration is accurately assigned, ensuring that high standards of donor records are kept, the supporter database is maintained and all activities are conducted in line with the current GDPR rules & 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.

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 Senior Community and Events Fundraiser.

The duties in this job description may change from time to time following a review and in consultation between the post holder and line manager

Person Specification

SRUK is a small team so working collaboratively and being a team player are essential skills. Our roles are a mixture of being very hands-on in order to get things done and working strategically to ensure that SRUK meets its long-term objectives. The successful candidate will be an enthusiastic and innovative community and/or events fundraiser with the ability to inspire and motivate fundraisers and develop new opportunities and initiatives.

Professional/Technical qualifications:

- Evidence of continuous professional development or, equivalent work experience

Experience:

- Previous experience working within community and/or events fundraising and proven track record in achieving financial targets and key objectives.
- Demonstrable experience of growing and sustaining community and/or events income.
- Experience of managing conflicting priorities to deliver high quality results to deadlines.
- Able to motivate & engage with individuals to reach their fundraising targets and goals.
- Experience of working with and delivering effective communications activity for fundraising activities.

- Experience of managing events from start to finish including carrying out risk assessments, managing and recruiting volunteers and liaising with event companies.

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, working across various platforms both online and offline.
- 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.

How to Apply

The selection process

Applicants are required to submit a CV and a cover letter that explains how you meet the role requirements and person specification.

Please note that we will be reviewing applications on an ongoing basis and may invite strong candidates to interview before the closing deadline. We will contact you if you are successful and arrange an appropriate interview time.



Good Luck!

For more information about us go to:

www.sruk.co.uk

WeareSRUK on Facebook, Twitter, Instagram & YouTube: