

JOB DESCRIPTION
FUNDRAISING CHAMPION



POST: Fundraising Champion

HOURS OF WORK: Full-time: Monday – Friday 37.5 hours per week

RESPONSIBLE TO: Fundraising Manager

PURPOSE OF JOB:

The postholder will be visibly proactive in coordinating and promoting The Butterfly Hospice Trust's fundraising activities in the public eye through event management and other community engagements. They will also be visible via social media platforms by creating interactive content for the charity's social media presence and seeking out new avenues for connecting with supporters.

Fundraising

- To develop and deliver along with the Fundraising Manager, a fundraising plan which will enable the aims and objectives of the charity to be achieved.
- To manage and develop a diverse portfolio of income streams to achieve agreed financial targets (including community fundraising, promotions and lottery etc)
- Research, identify and contact prospective partners for collaboration on fundraising projects
- Develop, communicate and deliver appropriate engagement programmes (fundraising, volunteering pro bono giving and exchange of experience) to partners and local business
- To ensure all fundraising activities are measured on a ROI basis and in line with budget-setting measures.
- To organise and execute successful, cost-effective fundraising events and campaigns to raise funds and awareness of The Butterfly Hospice Trust and its services.
- To liaise with the management team, trustees, partners and external agencies on all fundraising activities.

Communication & Marketing

- Plan and implement digital marketing activity to key audiences including email (in line with GDPR compliance) to encourage supporter engagement in the charity's fundraising appeals.
- Manages the charity's website and social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms
- Manages social media communications
- Creates dynamic written, graphic, and video content
- Works as part of the charity team to develop large social media campaigns

Administration

- To prepare regular reports as requested by the Fundraising Manager, including, in collaboration with Finance, projections of future fundraised income and expenditure levels in current and future financial years.

Fundraising Champion responsibilities

The post holder will have responsibility for:

- Active promotion of The Butterfly Hospice Trust across the communities the charity provides a service
- Supporting and coaching fundraising volunteers.
- Ensuring the effective flow of communication about fundraising across all areas of the charity.
- Ensure compliance with internal and external policies, procedures and legislation including health and safety.

This job description does not provide an exhaustive list of tasks and activities as all posts within the organisation are subject to evolution as the organisation develops and grows.

ORGANISATIONAL RESPONSIBILITIES

- Ensure all legislative and regulatory requirements are met.
- Represent, promote and maintain a professional, positive attitude and image for the charity.
- Carry out administrative duties in connection with the post.
- Provide a supportive working environment to all staff and volunteers.
- Attend regular supervision and staff meetings as required.
- Carry out duties in accordance with the organisation policies and procedures, including Health and Safety, Confidentiality, Equal Opportunities etc.

Promotion of a Supportive Working Environment

A supportive working environment can be defined as an environment where contribution is recognised, encouraged and rewarded. Staff and volunteers alike can expect to be encouraged to develop personally and professionally and to acquire new skills at a pace that is suitable to them. All staff and volunteers must promote this environment as part of their roles and responsibilities.

Training and Development

Training and development of staff and volunteers is a key expectation of all staff employed by the organisation. They will demonstrate their commitment to staff and/or volunteer development by assessing skills, planning development activities, discussing outcomes and evaluating effectiveness. They will be expected to motivate, encourage, coach and support staff and/or volunteers towards the outcomes agreed.

Your Local Hospice for Local People

Rowan Way Boston Lincolnshire PE21 9DH

Charity Number: 1113697

Company No: 05325476

JD V1-July 2020

PERSON SPECIFICATION

The successful applicant must be able to demonstrate empathy for our patients, carers and families and be committed to the promotion of the Hospice ethos.

All posts within the organisation are subject to change as the organisation grows and develops. Staff must be able to adapt to change and, therefore, flexibility is a key attribute required of all employees.

	Essential / Desirable	Assessed by:		
		Application Form	Interview	Reference
Knowledge & Experience Experience in any of the following: Charity sector working / fundraising / sales / event management	E			
Experience of recording, analysing and monitoring income generation data and statistics.	E			
Experience in marketing, communication and using social media platforms	E			
Experience of working within a target-led environment	D			
Understanding of how the Charities Act affects fundraising ventures.	D			
Experience of working with and managing volunteers	D			
Experience of a role in a public sector or charity establishment where resources are constrained	D			
Skills, Abilities and Attitudes Person-centred, enthusiastic, adaptable attitude and approach	E			
Numerate with well-developed analytical skills	E			
Proven ability of writing persuasive, interesting and effective case for support.	E			
Work requires professional written and verbal communication and interpersonal skills with proficient capability in MS Word, Excel, PowerPoint and Outlook.	E			
Able to work on own initiative and manage and prioritise own work load.	E			
Able to lead and/or participate in and contribute to management, staff and volunteer meetings.	E			
Able to work within a team to deliver work within tight time frames and simultaneously manage competing priorities.	E			
	E			
Other Access to travel by car and able to drive within Lincolnshire	E			
Able to work evenings/weekends when necessary	E			

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