



ROYAL NATIONAL ORTHOPAEDIC HOSPITAL CHARITY

Job Description

Job Title:	Community Fundraising Manager (Maternity Cover)
Department:	Fundraising
Salary range:	£30,000 - £35,000 (this will be pro-rata for part-time)
Hours:	21 hours or Full-Time
Accountable to:	Head of Fundraising
Key relationships:	Chief Executive Members of Fundraising team RNOH Communications team Members of the community, staff and patients Existing donors and prospective donors

Job Summary

As a member of the fundraising team, your main purpose is to take a strategic approach to leading the development and management of our Community fundraising programmes and develop Corporate Partnerships to maximise income in order to meet annual targets. You will be responsible for stewarding effective relationships to maximise support from corporate partners and crucially driving new business to ensure sustainability. Developing our community fundraising programme is central to our work, driving participant numbers for challenge events and our annual Buttercup Day initiative is essential to our income and profile.

Working with the Head of Fundraising, you will develop strategies, annual action plans and budgets to ensure work is focussed and targets achieved maximising return on investment.

Main Duties and Responsibilities

- a) Generate annual income of £500,000 and above from areas of work under your remit in line with fundraising targets agreed with the Head of Fundraising.
- b) Develop and carry out the strategy for community fundraising and work with the Head of Fundraising to develop and deliver the community fundraising programme.
- c) To be involved in budget development, planning and achievement of budgeted targets through income generation in agreement with the Head of Fundraising, and report regularly on progress against targets, the strategy and specific objectives.



- d) Develop and manage the Charity's flagship fundraising initiative, Buttercup Day.
- e) Proactively develop a schools programme, including managing relationships and securing support from schools that are capable of supporting the Charity.
- f) Work with the fundraising team on developing new income streams from a combination of community/special events/corporate support to meet income targets and support volunteers carrying out fundraising events.
- g) Manage your area of fundraising in accordance with legal responsibilities and informed by best practice guidance, and in accordance with the RNOH Charity's internal policies.

Strategy and Planning

- a) Lead the business planning and budgeting process for Community Fundraising, set in agreement with the Head of Fundraising.
- b) Responsible for forecasting, monitoring and achieving community fundraising income and expenditure budgets, within agreed time frames including monthly reports and take contingency action/reforecasting where necessary.
- c) Ensure that all activities are as cost effective as possible, monitoring expenditure to ensure the best possible ROI and profit.
- d) Monitor and report regularly on individual events budgets and income forecasts and variances.

Community Fundraising

- a) Responsible for creating and implementing a wide range and new compelling fundraising activities aimed at the local community that are fully integrated with the wider fundraising strategy.
- b) Work with the Charity's PR & Marketing Manager to create and deliver a media programme to raise the Charity's profile as the health charity for which to fundraise.
- c) Actively maintain a relationship with the RNOH's volunteering and engagement team to increase the Charity's reach with patients and volunteers, and increase the visibility and presence of the Charity within the hospital. In partnership with the engagement team, look at recruiting volunteer fundraisers.
- d) To create and implement effective, integrated online and offline marketing plans to achieve agreed participation and attendance levels.



- e) Increase participation in third party challenge events and diversify and expand our events on offer.

Corporate Partnerships

- a) Deliver excellent account management to maximise the potential of each corporate relationship, growing multi-year relationships wherever possible.
- b) Increase the visibility of our challenge events to drive participant numbers.
- c) Build an effective prospect pipeline, including regional partners, through referrals, networking, cold calling, events and other mechanisms, delivering pitches and presentations to secure support.
- d) In conjunction with the Fundraising Manager and PR & Marketing Manager work with hospital staff to build compelling cases for support.

Additional

- e) Support the work of the Head of Fundraising by contributing proactively to team meetings, strategic discussions and taking on additional projects where possible and appropriate.
- f) Prepare monthly reports for the Head of Fundraising when necessary
- g) Produce post-event evaluations for all key projects, in line with the agreed minimum requirements.

IT Skills

All staff are required to demonstrate a level of IT literacy skills appropriate to their job, as the use of IT is fundamental in delivering good quality efficient health care.

General Information

Due to the dynamic nature of the sector we work in, job descriptions are subject to review. Jobholders are expected to be flexible and may be required to undertake duties, which are not described in those above. Reviews will be undertaken when necessary by line managers in consultation with post holders. It is necessary to be flexible due to specific deadlines or the nature of our fundraising activity. You will be expected to attend events at weekends and in the evenings. The staff works as a team and, as a small team, we expect all our staff to support each other and have the flexibility to get involved in activities as and when it is needed and appropriate.

Person specification

REQUIREMENTS	E/D*	How is it tested? Application/Test/Interview/Reference			
		A	T	I	R
Qualifications					
Five GCSE's 2 A Levels Degree or equivalent experience	E	√			
Certificate in Fundraising or other recognised marketing or event management qualification	D	√			
<u>Experience</u>					
Successful track record in fundraising.	E	√		√	
Demonstrable experience of corporate and community fundraising or the ability to clearly show transferable skills.	E	√	√	√	
Experience of managing community and events programmes.	E	√		√	
A passion for supporter stewardship and proven experience of driving corporate relationships and community fundraising engagement.	E	√		√	
Demonstrable experience of achieving and exceeding targets.	E	√		√	
Experience of leading others to achieve targets including recruiting and retaining volunteers.	E	√	√		

Ability to express the charity's vision to inspire support from a variety of audiences.	E	√		√	
Experience of recruiting and managing volunteers and fundraising groups.	E	√	√	√	
Experience of budget setting and monitoring, strategy development, action planning and planning new projects.					
<u>Skills, Abilities, Knowledge</u>					
Excellent people management and interpersonal skills, capable of building and developing successful relationships with stakeholders.	E	√		√	√
Excellent administrative and organisational skills with a high level of attention to detail.					
Ability to work accurately under pressure to deliver against targets.					
Excellent written and verbal communication skills.					
IT skills to include confident use of databases and ability to produce succinct and informative reports. Advanced knowledge of Raiser's Edge fundraising database and JustGiving.					
Adept at social media with an understanding and knowledge of the fundamentals of search engine optimisation.					
Creative and innovative thinker.					

<p>Ability to prioritise varied workload effectively in order to meet deadlines.</p> <p>Ability to deal with people at all levels.</p> <p>Able to work on own initiative and with minimum supervision.</p> <p>Able to motivate people and generate enthusiasm.</p> <p>Ability to remain calm and organised in a busy environment.</p>					
<u>Other Requirements</u>					
<p>Willing to work flexibly including occasional evenings and weekends as required.</p> <p>Full clean driving licence and use of own car.</p> <p>Ability to be an active and supportive team member.</p>	E	√		√	