

**Job Description**

**Job Title: Senior Community Fundraiser / Community Fundraising Manager**

(Negotiable: dependant on experience)

**Salary range:** £25,000 - £32,000 pa dependant on experience

**Terms:** Fixed Term Maternity Cover –

6September 2021 to 28 October 2022 - 37.5 hours per week

**Reports to:** Head of Fundraising

**Location:** Requirement for the post holder to work across City Hospital and QMC campus as required. The Trust operates a shuttle bus for this purpose. We offer a flexible working policy.

###### JOB SUMMARY

Reporting to the Head of Fundraising the post-holder will be responsible for implementing and developing activity to support the Fundraising Strategy through community and NUH Trust staff fundraising. Using existing and developing new fundraising initiatives, the role will focus on ensuring excellent stewardship of third party fundraisers, as well as acquiring and engaging new supporters from within the community. The post-holder will create and implement plans to develop volunteer fundraising groups for strategic areas across the hospitals, as well as supporting existing groups. The role is also responsible for the line management of two Fundraisers within the Charity team.

#### KEY JOB RESPONSIBILITIES

### To meet agreed income and productivity targets through successful development, implementation and management of community fundraising activities.

* To develop tailored plans to proactively engage all audiences within the community, including but not limited to:
* Service clubs e.g. Rotary clubs, Lions, Masons
* Clubs and associations e.g. WIs, Brownies and other local groups
* Educational organisations e.g. schools, universities
* Individual third party fundraisers and fundraising groups
* Social Media:
* Use social media to engage, develop and steward fundraisers
* Update and post on social media platforms to enhance fundraising
* Identify fundraisers that are ideal candidates for case studies and social media
* Focus on promoting specific and targeted campaigns and appeals in line with the fundraising strategy
* To develop tailored plans to engage NUH staff with fundraising and team-building events by being the lead contact and overseeing the internally recognised *Challenge 1000* staff fundraising programme and annual competition: by regularly communicating with staff, being a first point of contact, attending staff events, and overseeing competition rewards.
* To develop relationships with external partners and networks and ensure that any new networks are utilised to maximise fundraising opportunities.
* To utilise all fundraising techniques and new technologies to engage audiences such as PR, social media, telephone, presentations and talks.
* To develop community engagement events.
* To facilitate and promote charity organised events, alongside partnerships with external event partners.
* To line manage fundraising staff to provide an excellent standard of service for community fundraisers through support, advice and effective donor care.
* To develop plans to encourage repeat third party fundraising and manage the implementation of the same.
* To develop and manage volunteer fundraising groups to support strategic areas within the hospitals.
* To promote volunteer opportunities, recruiting and managing volunteers on an ongoing basis and at events.
* To spend significant time in the field building new audiences and supporting volunteer fundraising groups.
* To work with the communications team to maximise publicity on all fundraising activity both within Nottingham’s hospitals and in the local area to build brand visibility.
* To produce management reports.
* To ensure the meticulous recording of all data relating to community fundraising on Raisers Edge and filing systems.
* To be continually aware of the need for improvement and development of all aspects of advice and information to donors and colleagues.
* To work within legal and charity guidelines.
* To work with NUH Charity’s fundraising, administrative and IT systems and guidelines.
* To represent NUH Charity internally and externally as required.
* To undertake training and skills development and to keep up to date with the change of requirements of the role.
* To undertake any other duties, which may be reasonably required.
* To regularly work outside of office hours. Time in lieu is available for out-of-hours work.
* To work with Grants Manager alongside other Fundraisers to ensure Donor Intent requests are properly recorded.

**Date:** July 2021