

JOB DESCRIPTION COMMUNITY FUNDRAISER, WEST SUSSEX

Purpose of the Post

To target key local communities across West Sussex, specifically those with a more diverse and potentially untapped fundraising audience than currently exists, with the aim of developing relationships with volunteer fundraisers and groups that already exist within those locations, ie. local Churches, Rotary and Lions Clubs and other community-based clubs and associations.

To implement the Charity's Fundraising Strategy by growing income from all forms of local area fundraising.

Main Duties and Responsibilities

The Community Fundraiser will ensure that fundraising activity is implemented and managed locally to deliver targets and increase income in line with 4Sight Vision Support's plans and strategies. This will be achieved by coordinating fundraising activities and supporting and facilitating the development of fundraising volunteers.

Strategy and planning

- Research, identify, develop, support and champion new and existing fundraising groups, building relationships to ensure that local fundraising activity is as effective as possible in delivering the maximum income.
- Work to obtain financial support from organisations, Corporates, individuals and fundraising groups, to enable 4Sight Vision Support to fulfil its mission to aid visually impaired people in West Sussex.
- Liaise with Head of Fundraising/CEO to prepare budgets. Ensure ongoing monitoring of outgoings. Seek new ways to improve efficiency and decrease costs.
- Deliver effective event planning and work actively to promote partnership working to achieve targets more effectively.
- Devise, implement and evaluate an annual Community Fundraising Plan, as part of the region-wide fundraising strategy, in conjunction with the Fundraising and Marketing Team. Work closely with the Fundraising and Marketing team to support the implementation of the agreed fundraising strategy.
- Plan and deliver effective, exciting and appropriate fundraising activities.
- Manage and deliver a sustainable income stream from Community fundraising to exceed an income budget, in accordance with the Charity's strategic plan.

Fundraising

- Deliver a range of fundraising activities across the region.

- Attend fundraising and other events as required, potentially in a wide range of locations requiring travel. This may involve some weekend and evening work.
- Identify and follow up opportunities to secure non-cash or in-kind support, e.g. volunteering, pro bono support, donations of equipment.
- Support the formation of volunteer fundraising groups, with the aim of maximising the funds they raise.
- Co-ordinate the recruitment and appropriate use of volunteers to support local fundraising.
- Develop and nurture relationships with potential funders and fundraisers e.g. local trusts, businesses, community groups and schools.
- Work closely with regional colleagues to involve them in building relationships with supporters and in fundraising activities as required.
- Provide leadership and support to colleagues in the region who are engaged in raising funds.
- Act as an ambassador for fundraising in the region and build awareness of the benefits of fundraising for 4Sight Vision Support and the people we help.
- Ensure the health and safety of participants and volunteers at 4Sight Vision Support fundraising events and activities.
- Monitor, evaluate and identify learning points from each area of activity.

Targets and budgets

- Achieve agreed income targets and return on investment.
- Plan and monitor the allocation of the budget in conjunction with the Community Fundraising, Marketing and Finance Teams.
- Deliver, and manage, a sustainable income stream, in accordance with the Charity's strategic plan.

Data, reporting and administration

- Record data accurately using the Charity's database.
- Produce reports and supply data as required.
- Respond to enquiries made by phone, post and email.
- Acknowledge donations appropriately; write effective thank you letters and share these with colleagues throughout the organisation to help raise the profile of the Charity.
- Adhere to all the Charity's relevant policies and procedures.

Communications

- Liaise with the Marketing & Communications Officer to develop a communications plan to promote fundraising initiatives in the region.
- Work with the Marketing & Communications Officer to follow up potential PR opportunities.
- Provide appropriate Community Fundraising content for 4Sight Vision Support communications channels, eg. newsletters and social media.
- Contribute to the creation of fundraising materials and resources for use as required.
- Work with supporters to raise awareness of 4Sight Vision Support and its work with visual impairment.
- To act in the best interests of 4Sight Vision Support and acting as an ambassador in line with the Charity's vision and mission.

Miscellaneous

Provide support for other aspects of the work of 4Sight Vision Support's fundraising team at busy times

Responsibilities

The post-holder will supervise volunteers as required – this may include input into volunteer recruitment and training.

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.