

JOB DESCRIPTION COMMUNITY FUNDRAISER

Purpose of the Post

You will be responsible for the relationship management of new and existing donors and supporters across West Sussex, increasing income and raising awareness in line with the 4Sight Vision Support fundraising strategy.

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 fundraisers and groups that already exist within those locations, i.e. 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, including organising and supporting community fundraising events across West Sussex.

Main Duties and Responsibilities

- 1) 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.
- 2) Liaise with Head of Fundraising/CEO to prepare budgets, ensure ongoing monitoring of outgoings and seek new ways to improve efficiency and decrease costs.
- 3) Develop, plan, deliver and manage an exciting charity events fundraising programme, creating new local events, running current established events and working actively to promote partnership working to maximise income more effectively.
- 4) Work with the Marketing and Communications team to identify and maximise PR opportunities.
- 5) Liaising with the Fundraising Officer, be an outstanding advocate for 4Sight Vision support, writing materials and devising presentations in line with the core values and brand identity of the charity, with the skills to communicate with conviction to a wide variety of potential supporters.
- 6) Attend fundraising and other events as required, potentially in a wide range of locations requiring travel. This may involve some weekend and evening work.
- 7) Identify and follow up opportunities to secure non-cash or in-kind support, e.g. volunteering, pro bono support, donations of equipment.

- 8) Work with the Project 360 Liaison Officer/Volunteer Co-ordinator to support the recruitment and formation of volunteer fundraising groups, planning the appropriate use of volunteers to support local fundraising with the aim of maximising the funds they raise, gaining more supporters and increasing the volunteer base.
- 9) Proactively look for opportunities to support and develop local fundraising initiatives.
- 10) Develop and nurture relationships with potential funders and fundraisers, e.g. local businesses and community groups.
- 11) Work closely with, and provide support to the Charity's Area Committees to develop relationships with local businesses and corporate partners involving them in building relationships with supporters and in fundraising activities as required.
- 12) Act as the Charity's primary point of contact for fundraising in West Sussex for new and existing supporters and act as an ambassador for the Charity with local community groups and organisations.
- 13) Work within the Charity's policies & procedures to ensure the health and safety of participants and volunteers at 4Sight Vision Support fundraising events and activities.
- 14) Monitor, evaluate and identify learning points from each area of activity.
- 15) Manage and deliver a sustainable income stream from Community fundraising to exceed an income budget, in accordance with the Charity's strategic plan.
- 16) Ensure the effective management of all fundraising activities, ensuring that all relevant information is accurately recorded and kept up to date
- 17) Develop effective and professional relationships with colleagues at all levels.
- 18) Gain and maintain specialist knowledge of trends and developments in the sector through completing relevant training, reviewing relevant press and publications and keeping up to date with industry news.
- 19) Gain and maintain in-depth knowledge and understanding of the Charity's work, priorities and future plans and act as a spokesperson for the Charity when required, including at networking events and other external occasions as required and appropriate

Miscellaneous

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

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.