



Children's Hospices Across Scotland

## JOB DESCRIPTION – SENIOR COMMUNITY FUNDRAISER

### Job Details

Job Title – **Senior Community Fundraiser**      Location – **Kinross**  
Responsible to – **Community Fundraising  
Development Manager**  
Job Family – **Manager – Non Care**      Salary – **CHAS Band 6**

### Job Purpose

Working within the culture, ethos and philosophy of CHAS oversee the activity of the Community Fundraising Team (CFT) across the region. Implement, develop, manage, follow-up and evaluate a calendar of community fundraising activities across the region ensuring the needs of all audiences are met, and that the fundraising resources across the area are used effectively to maximise income.

### Main Tasks

- Strategy Development to Maximise Income
- Relationship Management
- Staff and Volunteer Management
- Health and Safety
- Finance

### Job Activities

#### **Strategy Development to Maximise Income**

- In line with the Community Fundraising Strategy develops, implements and evaluates an annual programme of community fundraising activities across the region
- Contributes to Community Fundraising Strategy development, taking the lead on strategy development for specified fundraising audiences.
- Ensures that all strategic plans for all community fundraising audiences are implemented across the region
- Responsible as a member of the Community Fundraising Team for contributing to the overall department objectives
- Develop the skills of the team to help inform community fundraising audience specialists in each fundraising region
- Work alongside the Head of Community Fundraising and Community Fundraising Development Manager to ensure the success of the Community Fundraising strategy
- As a member of the Fundraising and Communications team, contribute to the development and maintenance of effective team working and team spirit throughout the Department

- As a member of the Community Fundraising team, contribute to the development and review of the CHAS fundraising strategy

## **Relationship Management**

### ***External***

- Cultivate relationships, both existing and new, with CHAS supporters within a defined geographical patch, as well as providing advice and support to Community Fundraisers on relationship management across the region
- Works with the team to identify key stakeholders across the region and develop appropriate communications and cultivation journeys with these stakeholders.
- Responsible for consistently acquiring new supporters in line with targets across all community fundraising audiences within a defined geographical patch
- Through supervision of Community Fundraisers, responsible for a clear acquisition plan for new supporters across all community fundraising audiences across the region
- Work alongside the Community Fundraising Development Manager and other colleagues in the Fundraising and Communications team to access supporter, staff and volunteer networks in order to increase community fundraising

### ***Internal***

- Lead and motivate the community fundraising staff and volunteers across the region by excellent communication, involvement and encouraging good ideas
- Alongside the Community Fundraising Development Manager foster, develop and manage effective team working and team spirit throughout the Community Fundraising Team
- Builds key internal relationships with the wider CHAS team to ensure that community fundraising is reflected all fundraising campaigns, and features in our printed and online coverage.
- Sustain relationships with other voluntary sector organisations and charities to ensure best practice, benchmarking and awareness of issues and trends in Community Fundraising

## **Staff and Volunteer Management**

### ***Staff Management and Supervision***

- Responsible for the day to day running of the community fundraising activities across the region, including supervisory responsibility for the Community Fundraisers
- Responsible for the delegation of tasks amongst the community fundraising staff and volunteer team in the region, ensuring that individual skills are utilised appropriately and organisational standards are maintained
- Direct line management responsibility for the Community Fundraising Assistant/s for the region
- Responsible for managing and conducting staff review and development meetings, identifying areas for development and ensuring the maximum contribution towards organisational goals
- Contribute to the analysis of staff and volunteer training needs, ensuring appropriate development opportunities are identified and that staff and volunteers have the required knowledge to enable organisational standards to be maintained
- Deputises for the Community Fundraising Development Manager as required

### ***Volunteer Management***

- Alongside the Community Fundraisers, recruit, train, manage and lead a team of volunteers to deliver community fundraising activities across the region
- Recruit and manage a team of volunteers, including providing training, day-to-day support, planned supervision and ensuring the volunteers deliver a quality service and feel valued

- Ensure all volunteer activity is in line with CHAS volunteer policies and procedures, and input into any newly required policies in relation to community fundraising activities
- Actively seek feedback from volunteers for the purposes of evaluation, and ensure volunteers are thanked and given appropriate follow-up

### **Health and Safety**

- Ensure that the health and safety of everyone involved in CHAS community fundraising activities is of primary importance
- Responsible for all health and safety aspects of all CHAS community fundraising activities across the region, approving risk assessments from the community fundraisers and investigating any incidents as/when required
- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Health and Safety Management Policy and associated procedures and co-operating with CHAS in complying with its legal duties
- Act as the Site Responsible Person and take control should an event occur that requires immediate safety attention
- Provide advice and guidance to members of the Community Fundraising team within the region on all aspects of health and safety relating to community fundraising activity
- Develop and ensure the implementation of appropriate paperwork, and ensure adherence to all health and safety requirements
- Liaise with CHAS's insurance company to ensure community fundraising activities comply with their requirements
- Responsible for ensuring all CHAS community fundraising activity complies with legislation, Institute of Fundraising Codes of Conduct and commits to being as environmentally friendly as possible

### **Finance**

- Alongside the Community Fundraising Development Manager, develop and implement an annual community fundraising income and expenditure budget
- Ensure agreed levels of return on investment are met across the region
- Ensure annual growth in line with the Community Fundraising Strategy
- Provide regular financial reporting and performance reports to the Community Fundraising Development Manager and the Head of Community Fundraising
- Provide information relating to expenditure to Community Fundraising Development Manager and Head of Community Fundraising when requiring high levels of expenditure to be signed off
- Responsible, as an authorised signatory, for the processing of all invoices and purchase orders relating to community fundraising activities across the region; and for the banking of monies, dealing with petty cash, handling donations and dealing with staff and volunteer expenses
- In line with agreed performance indicators provide a detailed evaluation of the regions performance in relation to community fundraising for each fundraising audience

### **Information Governance**

- Responsible for complying with the CHAS Information Governance Framework and associated policies and co-operate with CHAS in complying with its legal duties

### **Risk Management**

- The post holder is responsible for the monitoring and prevention of operational day to day business risks arising within their area of responsibility, ensuring that the appropriate risk register is maintained and reported in line with the organisation's framework for Risk Management

## Dimensions

- Directly manages the work of at least one Community Fundraising Assistant and has supervisory responsibility for all Community Fundraisers across the region
- Responsible for the day to day community fundraising activities across the region, delegating task appropriately and ensuring all skills across the team are utilised
- Responsible for reporting income and expenditure for the region, and contributes to the income and expenditure reporting for the whole Community Fundraising Team
- Directly manages volunteers
- Inputs into the process of developing, implementing and maintaining strategy; policies and procedures; standards and protocols for community fundraising activity
- Frequently responsible for handling cash, processing invoices
- As an authorised signatory, responsible for authorising expenses
- Contributes to the review of CHAS's Community Fundraising Strategy; and to decision making and developments regarding community fundraising activity
- Deputises for the Community Fundraising Development Manager as required

## Decisions and Communications

### Decisions

- Work derived from the CHAS Community Fundraising Strategy and self-generated most of the time
- Takes autonomous decisions regarding the day to day community fundraising activities across the region, within the parameters of the Strategy and the Fundraising Codes of Practise.
- On a day-to-day basis, manages the work of the community fundraising team, ensuring individual skills are utilised appropriately and that organisational standards are maintained
- On a day-to-day basis, oversees the devolved management of work for the volunteers, ensuring individual skills are utilised appropriately and that organisational standards are maintained
- Responsible for taking quick decisions, problem solving and contingency planning in the lead up to and on the day of fundraising activities

### Communications

- Communicates complex information to a range of audiences using a range of methods but with particular skills in written and verbal communications
- Regularly required to communicate complex information about team performance against financial and non-financial performance indicators
- On a daily basis, communicates complex information and resolves issues around volunteer, supporter and members of the public's enquiries to staff, volunteers and colleagues, often requiring tact and persuasive skills
- Develops and maintains relationships with supporters through excellent communication, ensuring maximum opportunities for revenue generation
- Positively promotes the organisation through internal and external contacts



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## PERSON SPECIFICATION – SENIOR COMMUNITY FUNDRAISER

### Education, Qualifications, and Training

#### Essential

- Degree or with a relevant professional qualification or experience

#### Desirable

- Institute of Fundraising Certificate in Fundraising

Method of Assessment – Application Form

### Skills, Abilities, and Knowledge

#### Essential

- Skilled at communicating complex information to a range of audiences using a range of methods but with particular skills in written and verbal communications
- Highly developed communication and negotiation skills required, to deal with staff, volunteers, supporters and the general public
- Ability to work effectively as part of a dynamic team
- Interpersonal skills including the capacity to work with and influence senior colleagues within the organisation
- Knowledge of health and safety issues in relation to community fundraising activities and specifically in risk management
- Working knowledge of the voluntary sector in Scotland and the current regulatory framework
- Specific knowledge of community fundraising and community fundraising audiences across Scotland
- Demonstrable working knowledge of IT and software packages

#### Desirable

- Working knowledge of Raisers Edge
- Knowledge of the wider fundraising sector and the interplay between community fundraising and other strands of fundraising

Method of Assessment – Application Form and Interview

### Experience

#### Essential

- Significant and demonstrable experience of community fundraising
- Experienced in budget setting and monitoring; as well as developing financial and administrative processes and reports
- Experienced in the recruitment, training and management of volunteers

- Experienced in developing and maintaining effective working relationships with key supporters and stakeholders, including delivering successful pitches and presentations
- Experienced in pitching and making presentations
- Experienced in developing, maintaining and reviewing processes and procedures

**Desirable**

- Experience in the recruitment, training and management of staff
- Proven track record of controlling costs

Method of Assessment – Application Form and Interview

## Personal Qualities

**Essential**

- Acts with integrity
- Works co-operatively with colleagues to improve service
- Forms meaningful relationships with others
- Demonstrates initiative and acts with effectiveness
- Accountable for own actions and decisions
- Commitment to ongoing learning and development
- Commitment to CHAS core value, vision and purpose
- Commitment to working with/supporting volunteers
- Professional attitude to work
- Views change as a natural, positive and a continuing process

**Desirable**

- A passion for community fundraising

Method of Assessment – Interview

## Other Requirements

**Essential**

- Full driving licence and access to a car for travelling between sites and events

**Desirable**

- None

Method of Assessment – Application Form and Interview