**Home-Start Glasgow North and North Lanarkshire Job Description**

**Job Title**: Community Fundraiser

**Employer**: Home-Start Glasgow North and North Lanarkshire (HSGN&NL)

**Location:** Based across North Glasgow and North Lanarkshire (Hybrid working currently being considered for all roles within the organisation)

**Hours of work**: 35 hours per week

**Salary:** £23,036-£25,181 (dependant on relevant experience)

**Responsible to:** Service Development Manager

**Responsible for:** Fundraising Volunteers

**Background of new role:**

Home-Start believes that children need a happy and secure childhood and that parents play the biggest role in giving their children a good start in life and helping them achieve their full potential. Home-Start offers support, friendship, and practical help to parents with young children in local communities throughout the UK. We recruit and train volunteers, who are usually parents themselves, to provide informal, friendly, and confidential support through visiting families at home and running groups.

HSGN&NL have grown exponentially over the last few years, and we are aware that our funding streams need to be diversified to increase our funding which will support our important work in communities. This new and important post will enable us to meet our strategic goal to expand our funding base so we can continue to grow steadily and sustainably over the coming years.

**Purposes of the job:**

With support from the staff team, volunteers and supporters, the Community Fundraiser will maximise income generation by diversifying funding streams that will engage the local community and businesses to become supporters of Home-Start Glasgow North and North Lanarkshire.

**Key responsibilities:**

**Strategy and planning**

* Work closely with the Service Development Manager to support the development and implementation of a Community Fundraising Strategy which includes timelines and targets
* Create and promote a calendar of fundraising events and challenges to raise unrestricted income for the organisation
* Work with the staff team to identify suitable volunteers, business links and community connections that will help increase income generation
* Ensure all regulations are adhered to in relation to fundraising, events and activities, eg risk assessments, fundraising regulations

**Fundraising**

* Plan and deliver, in collaboration with the local community and supporters, a range of fundraising activities including events, challenges and fundraising activities, eg cake sales, sponsored walks, golf tournaments
* Work in partnership with HSUK and community partners to engage supporters in national events, eg London Marathon, Great North Run
* Attend and manage fundraising activities and events with support from staff team and volunteers as required (this may involve some weekend and evening work)
* Identify and follow up opportunities to secure non-cash or in-kind support, eg volunteering, pro bono support, donations of equipment
* Raise awareness and engage new supporters through events, presentations, talks, eg Round Table, Parent Council, Mother and Toddler Groups
* Identify and develop new opportunities for corporate and community fundraisers
* Develop and nurture relationships with potential funders and fundraisers, eg local trusts, businesses, community groups and schools
* Identify and complete applications to unrestricted small trusts with a value of £1-£5K, eg Participatory Budget, Health Improvement, Area budget, Tesco Community Grants

**Managing and engaging volunteers**

* With support from the Volunteer Coordinator, develop training and guidelines for fundraising volunteers
* Recruit, support and manage a small group of fundraising volunteers
* Establish a Volunteer Fundraising Committee to drive forward community fundraising
* Develop and nurture relationships with volunteer fundraisers, with the aim of maximising the funds they raise
* Ensuring the scheme’s policies and procedures are fully implemented in all aspects of work
* Support and encourage fundraising volunteers to participate in ongoing training and development programmes

**Working in partnership**

* Attend funding workshops and training events
* Network within the community with potential funders and supporters, including referrers, businesses, and partners in the statutory and voluntary sectors
* In conjunction with the team and Board, align work to support the Strategic Plan

**Data, reporting, evaluation, and administration**

* Record data accurately using recording systems, surveys, Charitylog
* With support and guidance from the Service Development Manager and Finance Manager, ensure relevant financial procedures are in place in relation to all fundraising activities
* Monitor, evaluate and identify learning points from each area of activity
* Complete required reports for funders and liaise with them as required
* Ensure funding tracker is accurate and up to date

**Communications**

* Work with the team to promote fundraising opportunities on all social media platforms, eg Facebook, Twitter, Instagram
* Provide content for HSGN&NL communications channels, eg newsletters, website and social media
* In conjunction with the Service Development Manager and Volunteer Coordinator, prepare presentations to raise awareness of the organisation and potential fundraising opportunities
* Help maintain a section of the website which displays a range of upcoming fundraising challenges, corporate support, and volunteering opportunities
* Contribute to the creation of fundraising materials and resources
* Work with volunteers/supporters to raise awareness of HSGN&NL and the cause of the organisation
* Build links within local communities of North Glasgow and North Lanarkshire to raise awareness of our services and recruit fundraising volunteers
* Assist in creating marketing material that gives opportunities for the local community to sign up for monthly giving appeals, the option to leave a legacy and payroll giving

**Self-management/personal attributes**

* Knowledge of and commitment to equal opportunities and anti-discriminatory practice
* A positive and creative approach to tackling tasks
* Excellent interpersonal and communication skills
* Understanding of the need for professional confidentiality
* Good written and verbal communication skills
* Good IT skills, including Word, Excel, databases, Zoom
* Excellent reflective listening skills
* Good time management skills and ability to prioritise tasks

This role will require travel throughout North Glasgow and North Lanarkshire so a driving licence and access to a car is essential. There may be occasional evening and weekend work.

The postholder may be required to undertake any other duties that fall within the nature of the role and responsibilities of the post as detailed above.

This job description reflects the major tasks to be carried out by the postholder and identifies the level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing scheme needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the postholder.