**ROLE DESCRIPTION**

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| Job Title: | Community Fundraiser |
| Division: | Charity Services |
| Team: | Fundraising & Marketing |
| Location: | Hybrid: Edinburgh (Causewayside House) and home working (in Scotland) |
| Contractual Status of Role: | Permanent, 35 hours per week  Flexible working arrangements available |
| Salary: | £24,500 - £26,500 pa (dependant on experience) |
| Job Title of Line Manager: | Head of Fundraising & Marketing |
| Job Titles and number of any direct reports: | None |
| Job Purpose: | This entry level position will work alongside the Head of Fundraising & Marketing to generate and maximise income from community fundraising activities, with a focus on challenge/sponsored events, bespoke Age Scotland events, private and street collections, static collection boxes, fundraising volunteers and local businesses. |
| Main Responsibilities/Deliverables: | **Events**   * Work closely with colleagues in Communications to promote participation in challenge/sponsored events. * Support participants in challenge/sponsored events. * Develop relationships with corporate challenge event participants to help establish a longer-term corporate partner/sponsor. * Explore and deliver bespoke Age Scotland fundraising events. * Direct, guide and encourage those who organise their own fundraising events, ensuring good practice. * Ensure the Website is up to date with events.   **Collections**   * Develop and deliver a programme of street and private collections. * Develop a static collection box strategy and deliver this to increase income.   **Fundraising volunteers**   * Recruit and develop local dedicated fundraising volunteers, linking with other parts of the organisation as appropriate.   **Corporate**   * Work closely with the Corporate Fundraiser to maximise income from local businesses. * Support the Corporate Fundraiser with account management of large corporate partnerships.   **Fundraising administration and processes**   * Work closely with the Fundraising & Marketing Assistant to warmly thank donors for their support. * Capture monthly income from the different income streams on the fundraising database. * Work closely with the Head of Fundraising & Marketing to project and forecast income. * Regularly report on and evaluate fundraising activity and make recommendations. * Ensure the website is up to date with community fundraising activity. * Support the finance team in preparing Gift Aid claims to HMRC. * Ensure the fundraising database is maintained to best effect.   **Other Duties**   * Attend, present and participate in events and meetings, as appropriate, to represent and promote Age Scotland’s interests. * Work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised. * Focus efforts where the returns are greatest, ensuring delivery against budget. * Ensure that all activities are carried out in accordance with relevant legal and regulatory conditions. |

**PERSON SPECIFICATION**

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| **ESSENTIAL** | **DESIRABLE** |
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| **Experience:** |  |
| Experience of event planning, costing and management | A track record of raising funds from community fundraising and events |
| Self-motivated and responsive to a target-driven environment | Demonstrable experience of developing opportunities with corporate partners |
| Effective use of different communication channels to reach target groups | Experience of working with volunteers |
| Efficient administration and use of a relational database | Experience of using Raiser’s Edge |
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| **Knowledge/skills:** |  |
| Self-confident with a drive to succeed | Good knowledge of fundraising trends and techniques |
| An organised and methodical approach to work with an ability to plan and prioritise | Knowledge of fundraising good practice and legislation |
| Excellent written and verbal communication skills | Experience of copywriting for promotional materials. |
| Financial and commercial acumen |  |
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| **Qualifications:** |  |
| Relevant marketing or events qualification | Member of the Institute of Fundraising |
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| **Additional Requirements:** | |
| The role requires occasional travel in Scotland and the UK |  |
| Willingness to work from the Edinburgh office when required (NB, travel costs from home to the office will not be reimbursed by Age Scotland.) |  |
| Commitment to the aims and vision of Age Scotland and an ability to demonstrate our values (**Empowering**, **Inspiring, Inclusive and Integrity)** in your work |  |
| Desire to seek out professional development opportunities and to shadow other fundraisers to learn and grow |  |
| An understanding of and commitment to equal opportunities |  |
| Commitment to work alongside and support volunteers |  |
| Employees are expected to undertake any and all other reasonable and related tasks allocated by their line manager. |  |
| Employees are expected to have a suitable home work space and furniture with a good broadband connection for occasional home working. |  |
| Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain the Watchguard app on either their personal or work mobile device. |  |