# Job Profile

Job Title: Community Fundraising Relationship Manager

Directorate: Fundraising

Reports To: Regional Community Fundraising Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 27/08/2019

## Overall Role Purpose

The Community Fundraising Relationship Manager helps those with sight loss to live the life they choose through the effective implementation of the Community Fundraising strategy to grow Community Fundraising income within their designated region. To achieve this, this role is responsible for increasing the supporter base using a diverse range of fundraising propositions. This includes proactively developing existing groups, establishing new groups, recruiting key management volunteers, 3rd party donors, organisations and companies whilst maximising the lifetime value of each supporter.

## Key Responsibilities

* Implement a volunteer led strategy to ensure income targets are achieved in line with the Community Fundraising strategy. Proactively establish new fundraising groups as well as manage and develop existing fundraising groups to meet agreed action plans. Recruit and facilitate the training of speakers. Implement a marketing strategy to recruit new supporters, local organisations, businesses, community groups, schools and third-party fundraisers. Research and secure new Charity of the Year (COY) opportunities to meet growth targets and key performance indicators.
* Establish a volunteer management structure to assist with the management of existing groups and fundraising activity across the area. Work with key interdependencies to recruit, train and manage the key volunteers to clearly defined roles with the appropriate recognition, support and guidance. Host recruitment events and liaise with key inter-dependencies to maximise impact.
* Establish new fundraising groups to realise the income potential of all geographical zones within the patch. Support the maximisation of income growth from the existing group networks ensuring activity levels and productive internal and external working relationships. Implement a local marketing strategy for 3rd Party Fundraising Campaigns, secure regional and local accounts and facilitate all local COY partnerships.
* Work as part of the Community Team management structure to ensure support for fundraising across all interdependencies.
* Implement the local fundraising strategy to maximise the return from speaker network, overseeing the recruitment and training in order to promote community fundraising products and campaigns. Manage the local network of Guide Dogs speakers and assist them to initiate, develop and support effective relationships with all external groups, including schools and youth groups, to generate awareness of and interest in Guide Dogs, and promote fundraising opportunities
* Work, in conjunction with the Engagement/Communications Officer to produce and implement a local public relations plan to promote community fundraising activities, campaigns and volunteer vacancies to gain registrations/enquires through digital and print media.
* Work alongside the Community Team to implement the community fundraising strategy, ensuring the buy in and support from key interdependencies. Develop and roll out fundraising initiatives as part of the national Community Fundraising Team.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: 500+

### Financial Accountability

Annual Income Accountability: Circa £300,000+ with annual growth targets

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs and companion dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Educated to GCSE grade C or above in English and Maths or equivalent.

#### Desirable

* Relevant professional qualification and/or willingness to work towards the Institute of Fundraising Certificate in Fundraising.

## Job-Related Experience

#### Essential

* Previous experience of professional fundraising or equivalent (e.g. marketing, sales, business development).
* Demonstrable experience of working to and achieving financial targets and deadlines.
* Proven experience of increasing income through identifying and delivering new fundraising development opportunities.
* Demonstrable experience in applying for and securing new business opportunities.
* Proven experience of managing complex account and product portfolios.
* Demonstrable experience of managing and developing fundraising groups and volunteers.
* Previous exposure to working with local media.
* Demonstrable experience of managing volunteer-driven fundraising.

## Knowledge

#### Essential

* Demonstrable understanding of marketing and sales principles.

## Skills and Competencies

#### Essential

* Excellent literacy and numerical skills.
* Proficient in Microsoft Word Packages and the ability to use Customer Relationship databases.
* Excellent communicator with the ability to inspire support for fundraising with action from a diverse range of supporters, volunteers, service users and other members of the community.
* Good management skills with the ability to motivate volunteer fundraisers.
* Excellent networker with an ability to understand the local community in depth and breadth.
* Demonstrable entrepreneurial skills with the ability to identify and seize opportunities.
* Proven ability to take a strategic approach to developing fundraising support in the designated region.
* Demonstrable ability to self-motivate, prioritise workload and resolve problems and issues.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.