



JOB TITLE	Reports to	Location
Community Fundraising Manager	Director of Fundraising and Partnerships	Social Bite, 1 Leith Walk, Edinburgh, EH6 8LN. Flexibility with remote working. Will entail travel across the Central Belt of Scotland.

WHAT IS THE PURPOSE OF THE ROLE?

To be responsible for the delivery and growth of Community Fundraising at Social Bite. This involves building and maintaining excellent relationships with a wide range of individuals and groups, to inspire their support and ensure they feel valued for their efforts through a creative and rewarding stewardship programme. The aim is to maximise awareness, engagement and funds raised across a variety of sources including schools and universities, local groups and businesses, community champions, participants in challenge events and more.

MAIN RESPONSIBILITIES

- General**
- Manage all community fundraising activity in line with wider fundraising strategy
 - Raise funds from a range of community fundraising sources
 - Maintain and develop a portfolio of community fundraising activities including third party events and challenges
 - Spot opportunities to develop or introduce new fundraising products suitable for different Community audiences
 - Develop, implement and maintain supporter journeys
 - Develop lasting relationships with all fundraisers to make them feel valued for their efforts through a creative and rewarding stewardship programme
- Strategy and planning**
- Develop and deliver compelling fundraising engagement plans to drive community fundraising and increase engagement
 - Assess systems regularly, and provide solutions for better systems where required
 - Create and manage clear supporter journeys
 - Create, plan and deliver fundraising events tailored to different audiences
 - Work closely with the wider team on shared projects such as campaigns and events
 - Work closely with communications and marketing colleagues to create compelling fundraising engagement messages, including stories about our team, people being supported by Social Bite and projects that our volunteers and supporters are funding
 - Work closely with Volunteer Coordinator to recruit and support with the management of fundraising volunteers
- Fundraising**
- Attend fundraising and engagement events as required
 - Develop and nurture relationships with supporters, with the aim of maximizing funds raised
 - Identify, develop and nurture relationships with a variety of community audiences eg. local community groups, schools and volunteers
 - Collaborate with corporate partnerships team to develop and deliver support strategy and engagement plan for smaller/local businesses eg. employee fundraising, volunteering, participation in campaigns and events
 - Ensure every supporter receives excellent supporter care
 - Broaden community fundraising income streams with Social Bite-led events, products and campaigns including raffles, sponsored challenges, in aid of events etc.
 - Create, plan and deliver fundraising events aimed at different audiences
 - Communicate effectively with a wide range of audiences verbally, in writing and face to face
 - Engage with the local community through attendance at local events and deliver presentations to attract new supporters and secure donations
 - Implement one year-round fundraising campaign for young people across Scotland and the UK to inspire future generations to believe in a society where no one should have to be homeless.



MAIN RESPONSIBILITIES

Marketing and Communications

- Work with marcomms colleagues to follow up on PR opportunities relating to fundraisers
- Work with marketing team to create fundraising materials including packs, merchandise, equipment and resources as required to appropriately promote and represent Social Bite
- Work closely with communications and marketing colleagues to create compelling content for Social Bite Social Media and Website, and content for supporter communications eg. e-newsletters, magazines, blogs and social media

Targets and budgets

- Plan and monitor the allocation of income and expenditure budget in conjunction with the Director of Fundraising and Partnerships and Head of Individual Giving and Marketing
- Feed into financial reporting processes to spot discrepancies and ensure accuracy in figures and forecasts
- Track and share successes and learnings

Administration

- Database management
- Use of digital fundraising techniques and platforms such as JustGiving, Facebook Fundraising, Enthuse, Benevity, GivePenny, GivePanel
- Produce reports and analysis via digital platforms
- Respond to all enquiries made by telephone, email, social media and post in a timely manner
- Acknowledge all donations accordingly and write effective thank you emails/letters
- Understanding and awareness of the key issues affecting fundraising and the charity sector including GDPR and the Code of Fundraising Practice

Miscellaneous

- Provide support for other aspects of fundraising and marketing as required at busy times of the year
- Carry out any other duties as required within the general remit of the post

KEY CHALLENGES

- A relatively new focus area for Social Bite, with historical support from community individuals and groups being limited to participation in our own campaigns and events. Opportunity to build on a growth strategy covering wider engagement (incl. supporter-led, challenge events, virtual products, local businesses and groups, community champion and school programmes etc). and establish new relationships and processes.
- Joining a relatively lean team – opportunity to be resourceful and add value as a team-player in delivering exciting campaigns, projects and events.
- Balancing key annual campaign requirements and long-term year-round sustainable Social Bite activity

KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

Essential

- Experience across the field of Community fundraising, including establishing relationships and growing income from local groups and businesses, youth engagement, challenge event participation etc.
- Ability to build relationships with a wide variety of individuals and groups to establish quick rapport and long-lasting outcomes
- Ability to travel to external engagement events across Scotland's Central Belt



KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

- Knowledge of digital fundraising techniques and platforms such as JustGiving, Facebook Fundraising, Enthuse, GivePenny, Benevity, GivePanel
- Excellent supporter care
- Confident communicator, including giving inspiring in-person and online talks about Social Bite to supporter groups
- Ability to establish systems, processes and procedures for efficiency and to support with collaboration
- Excellent time & priority management and organisational skills
- Excellent attention to detail
- Competent in working with Microsoft packages, including but not limited to: Excel, Word and PowerPoint

Desirable

- Experience of forecasting and managing budgets
- Experience of using a database to manage supporter relationships
- Good influencing and negotiating skills
- Experience of putting together Community content for fundraising packs, website pages etc.

PERSONAL ATTRIBUTES

- Commitment to Social Bite's vision, mission and values – especially a passion for the cause of ending homelessness and transforming the lives of people experiencing homelessness
- Pro-active approach to growing Community support and fundraising
- A creative thinker
- A can-do attitude with ability to respond to setbacks positively and ability to be solution focused
- Self-starter, confident in working independently and proactively reaching out to stakeholders to achieve objectives
- Ability to represent the work of Social Bite to the public with commitment and integrity
- To help promote an effective, positive and constructive team culture, where the work of others is valued and respected

KEY RELATIONSHIPS

Internal

Director of Fundraising and Partnerships
Head of Individual Giving & Marketing
Executive Director and Co-Founder
HR Business Partner
Corporate Partnerships Manager and the wider fundraising and marcomms team
Social Impact Team
Commercial Director, Shop Managers and staff
Finance Team
Volunteer Coordinator

External

Community supporters and groups
Third Party Event organisers
Freelance Designer
Some local talent
Some local charity partners