



## Digital and Community Fundraiser (part-time)

Salary: £19,830 (£35,412 FTE)

Hours: 21 hours per week

Holiday Entitlement: 24 days' pro-rata

Pension: 5% employer's contribution

### JOB DESCRIPTION

#### Introduction

This role is an exciting one which develops the charity's fundraising activities, through expanding our digital reach into new channels and community events. It would suit a fundraiser looking for the opportunity to develop their skills and experience through creating and delivering our fundraising plan (with support from colleagues, volunteers and trustees). A digital background would be advantageous.

#### Specific responsibilities

- To support the delivery of the charity's strategy and operational plan through the development and implementation of a programme of community fundraising activities.
- To produce effective and engaging social media content, supporting the services that are provided by the charity.
- To work in partnership with the Communities and Fundraising Manager, General Manager and Board of Trustees to develop an annual plan and budget for fundraising.
- To ensure that fundraising complies with all appropriate practices and procedures in respect of the charity's legal and regulatory responsibilities, including fundraising best practice, GDPR and safety requirements.
- To liaise with the Volunteer & Training Coordinator to recruit and manage volunteers to raise funds through events and programmes.
- To work collaboratively with the Communities and Fundraising Manager and any other Start Up Stirling staff and service partners involved in Community Fundraising activities.
- To help create, manage, and report on the Fundraising Strategy and Budget.

## Other Responsibilities

- Identify new community fundraising opportunities and maintaining engagement with groups such as schools, churches, supermarkets and uniformed organisations.
- Explore opportunities to grow the charity's challenge event portfolio to engage new and existing supporters.
- Manage the design, production and facilitation of fundraising materials to ensure supporters feel inspired and equipped to fundraise
- Attend speaking engagements to raise awareness and encourage support from schools, businesses and community groups.
- Oversee the day to day running of the charity's social media platforms, responding to queries and engaging with content to ensure supporters feel valued and recognised.
- Work with the Volunteer & Training Coordinator to promote and recruit volunteers to fundraise for the charity and promote activities.
- Oversee the management of volunteers at fundraising events, including role descriptions, briefings, health & safety and risk assessments.
- Along with the Communities and Fundraising Manager develop and implement a Fundraising Working group to support the delivery of fundraising activities and the fundraising strategy.
- Manage the placement, maintenance and income from our static collection boxes.

## General responsibilities

- To demonstrate commitment to the charity's values, including promoting and supporting diversity and equal opportunities.
- When the role necessitates out of hours working, the charity operates a TOIL policy.
- To undertake any other duties relevant to the job as requested by the General Manager.

## PERSON SPECIFICATION

This role would suit a fundraiser with a minimum of 18 months experience of delivering fundraising programmes and activities, preferably community fundraising. This could have been in a paid or unpaid capacity.

### Essential Criteria

- A strong commitment to Start Up Stirling's purpose and to equality, diversity and inclusion.
- Previous experience in implementing successful fundraising activities
- Experience of managing internal and external supporter relationships.
- Experience of producing engaging and effective social media content.
- Ability to network and generate opportunities for new relationships.
- Ability to communicate effectively in order to engage and inspire others
- Good knowledge of best practice, including risk assessments for community activities and events.
- Highly organised with the ability to plan, prioritise and meet concurrent deadlines.
- Strong IT skills, including Microsoft Office.
- Full, clean driving licence

### Desirable

- Knowledge and experience of providing excellent supporter care
- Experience of working on innovative fundraising products within community and events fundraising, or other fundraising areas.
- Experience of innovative campaign planning and design
- Experience in using design tools to produce presentations and social media, such as CANVA.
- Previous experience of creating reels and films for social media
- Access to own vehicle
- Professional or voluntary experience of working with large groups of volunteers.
- Good knowledge of charity law