

Community & Events Fundraiser

Role Description

Division:	Fundraising & Marketing
Department:	Fundraising & Marketing
Location:	Scotland based, with a blend of office (Edinburgh) and home working.
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	20 hours per week, flexible working patterns available
Line Manager:	Corporate Trusts & Community Events Fundraising Manager
Direct Reports:	None
Salary:	£27,671 - £28,910 pa pro rata (£15,812 - £16,520 pa actual) depending on experience

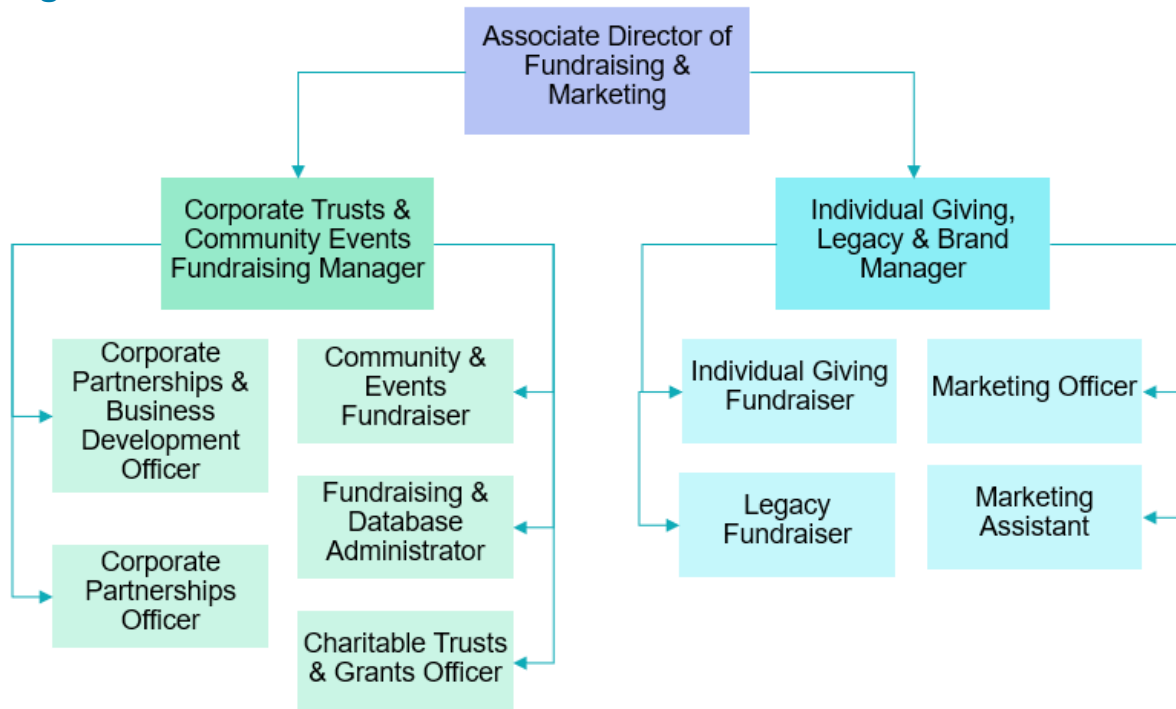
Job Purpose

Our mission is to inspire, involve and empower older people in Scotland, and influence others so that people can enjoy better later lives. To help us achieve that, our community and event fundraising activity aims to successfully increase donations and raise our profile and impact.

As a community and events fundraiser you will work alongside the Corporate Trusts & Community Events Fundraising Manager to generate and maximise income from community and event 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.

Living our values you will work with colleagues across the charity and will collaborate with relevant Age UK colleagues on joint fundraising campaigns when required.

Organisational Chart



What you'll do

Events:

- Work closely with colleagues in marketing and communications to promote and recruit participation in challenge and sponsored events.
- Support all participants in challenge/sponsored events (including corporate challenge event participants) through developing and implementing supporter journeys.
- Explore and when required deliver bespoke Age Scotland fundraising events.
- Direct, guide and encourage those who organise their own fundraising events, ensuring good practice.
- Work with the marketing team to ensure our website is up to date with accurate events information.

Collections:

- Organise and deliver a minimum of 4 private or street collections a year.
- Develop a static collection box strategy and deliver this to increase income.

Fundraising volunteers:

- With the support of the Corporate Trusts & Community Events Fundraising Manager, recruit and develop dedicated fundraising volunteers, linking with other parts of the organisation as appropriate.

Community/Corporate:

- Secure support from local businesses.

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Fundraising administration and processes:

- Warmly thank donors for their support.
- Work with the fundraising and database administrator to capture monthly income from community and events income on the fundraising database.
- Work closely with the Corporate Trusts & Community Events Fundraising Manager to support projecting and forecasting income.
- Report on and evaluate fundraising activity and make recommendations.
- Ensure the website is up to date with community fundraising activity.
- Ensure the fundraising database is maintained to best effect.

Other responsibilities:

- 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.

What you'll bring

Knowledge & Experience:

- A track record of raising funds from community and events fundraising.
- Effective use of different communication channels to reach target groups.
- Self-motivated and responsive to a target-driven environment.
- Experience of building good relationships with supporters.
- Experience of copywriting for promotional materials (desirable).
- Experience of developing opportunities with local corporate partners (desirable).
- Efficient administration and use of a relational database (desirable).
- Experience of working with volunteers (desirable).
- Experience of using Raiser's Edge (desirable).

Qualifications:

- Relevant marketing or events qualification and member of the institute of fundraising (desirable).

Skills & Qualities:

- Self-confident with a drive to succeed.
- An organised and methodical approach to work with an ability to plan and prioritise.
- Excellent written and verbal communication skills.
- Competent user of Microsoft Office applications, including Excel, Word, Outlook and Teams.
- Excellent time management skills and ability to manage multiple tasks.

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- Good knowledge of fundraising trends and techniques (desirable).
- Knowledge of fundraising good practice and legislation (desirable).
- Financial and commercial acumen (desirable).

Additional requirements

- Desire to seek out professional development opportunities and to shadow other fundraisers to learn and grow.
- The role requires occasional travel across Scotland.
- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive & Integrity) in your work.
- Commitment to work alongside and support volunteers.
- An understanding of and commitment to equal opportunities.
- Willingness to work from the Edinburgh Office as part of your role (NB, travel costs from home to the office will not be reimbursed by Age Scotland.)
- Employees are expected to have a suitable homework space with a good broadband connection for occasional home working.
- Employees are expected to undertake any and all other reasonable and related tasks allocated by their Line Manager.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.