



JOB DESCRIPTION

Job Title:	Community Fundraising Manager
Responsible to:	Head of Fundraising
Department:	Income Generation
No of Job Holders:	1
Last Update:	9 January 2025

Job Purpose

- The Community Fundraising Manager at The Prince & Princess of Wales Hospice plays a crucial role in grassroots fundraising, community engagement, and education.
- The Community Fundraising Manager will be responsible for developing and implementing community engagement strategies to retain existing supporters, cultivate new donors and drive fundraising efforts whilst raising vital awareness of the Hospice.
- This role will also involve line management responsibilities, overseeing the Community Fundraiser, Cans team and Volunteers.

Role Dimensions

- The role includes: Fundraising, Team Management, Relationship Management, Marketing, elements of Event logistics.

Role of Department

- To achieve strong sustained net income growth in order to enable the Hospice to meet its operational and strategic aims.
- To communicate the value of the Hospice, raising brand awareness and promoting services as a leading provider of specialist palliative care.
- To identify and develop a varied portfolio of income streams ensuring sustainability.
- To establish and maintain sustainable relationships to benefit Hospice fundraising and marketing initiatives.
- To work as part of the wider Hospice Team to contribute to the overall strategic aims of the Hospice.

Roles & Responsibilities

- **Community Fundraising Strategy:**
 - Work with the Head of Fundraising to develop and implement a community fundraising strategy which will feed into the overall fundraising strategy.
 - The strategy will include a comprehensive education engagement programme.
 - Identify and cultivate relationships with key community stakeholders, decision-makers and partners.
 - Provide regular updates and reports to senior management on community strategy and performance
 - To monitor, evaluate and identify learning points from each area of community team activity.
 - To identify new fundraising initiatives to diversify the Community Fundraising income stream.
 - To research and maintain awareness of current trends in community fundraising.



- Use tools like Raiser's Edge NXT and social media to enhance donor segmentation and target high-potential areas.
- Focus on analysing community initiatives to prioritise efforts with the best ROI.
- **Management of the Community Team (including Cans):**
 - Lead the community fundraising team, ensuring effective collaboration and performance.
 - Provide guidance, mentorship, and support to team members, including regular documented 121s.
 - Oversee all community fundraising budgets, helping to ensure that income is maximised and accurately reconciled.
 - To use your knowledge and skills to train new members of the team and assess training requirements.
 - To participate in the development, setting and reviewing of community team objectives.
 - To promote co-operative working and to foster good relationships with staff and volunteers in all departments.
- **Community Engagement & Stewardship**
 - To actively build and maintain successful relationships within the local community to secure support for the hospice, from areas such as clubs, religious establishments, educational establishments, cans income and supporter-led community events.
 - To motivate and encourage lapsed, new and existing donors from the local community.
 - Build structured groups and develop volunteer recruitment and retention plans.
 - The Community Team will work closely with the Events team to deliver PPWH community events.
 - To work closely with key internal stakeholders in delivering and executing fundraising events.
 - Build and foster groups out in the local community, who will work on our behalf within their own communities.
 - Leverage the hospice's place and brand, utilising the Bargacree Café, to engage with patrons (including high net worth individuals) to build community-based fundraising opportunities and identify leads.
 - Cultivate a pipeline of supporters in the community to run supporter-led events and activities on behalf of The Prince & Princess of Wales Hospice.
 - Grow supporter-led event income.
 - To provide donors with information and materials to enhance their fundraising activities and support them with their fundraising initiatives.
 - Prioritise geographical areas with the highest support, leveraging digital insights available to the hospice.
 - Focus efforts on areas where the hospice has a strong presence and engaged supporters.
- **Targeted Engagement:**
 - Identify and target previous supporters and specific groups with a direct connection to the hospice.
 - Leverage retail and cafe spaces for integral fundraising and supporter engagement.
 - Engage more actively with Bargacree Café patrons, patients, and families via the clinical team.
 - Integrate all areas of fundraising, including tribute funds and In Memory support into community fundraising efforts.
 - Explore partnerships with local businesses and involve them as "local community heroes" supporting the hospice.
 - Unlock the untapped potential in the cans program by analysing data from high-performing areas.
- **Messaging and PR:**



- Align with the Communications team for cohesive campaigns and case studies
- Capitalise on PR opportunities and create impactful case studies.
- Communicate the hospice's mission and impact effectively to the community.
- To build connections and strengthen relationships with new and existing supporters both face to face and through the use of social media.
- Utilise the Marketing & Communications team to prepare marketing collateral to support marketing activation covering education, community fundraising activities and brand awareness.
- Supporting the fundraising team's donor retention and donor reengagement initiatives.
- To represent the hospice at functions when necessary.
- To identify compelling and innovative PR stories that fit with the fundraising department's campaigns
- **Other:**
 - To work with and support other members of the fundraising team to achieve team and individual targets. Identifying and forwarding leads to appropriate colleagues.
 - To record supporter information and activity on the supporter database and ensure supporter information is kept up to date and that data is entered in line with procedure.
 - To produce reports and updates as required.
 - To support in the onboarding process of new members of the fundraising team.
 - To work flexibly to provide an agreed level of fundraising department cover through core hours and at events.
 - To work alongside Volunteer Services to engage community volunteers.
 - To be proactive in identifying continuing training development requirements of the community team
 - To provide support and cover for team members, this may include cover for the can counting process
 - To operate within the policies, procedures and guidelines of the Hospice, reflecting both national legislation and industry best practice.
 - To monitor innovative fundraising activities within the community fundraising sector drawing on ideas to implement within the Hospice.
 - To be responsible for the administration needs of designated income generation.
 - Carry out other tasks consistent with the general remit of the post.
 - To demonstrate behaviors that support the values of the hospice.

This list is not exhaustive.

This job description is subject to periodic review with the postholder. Duties may change in line with the service changes and of the postholders own personal development. The post holder may be required to work different working hours based on requirements. Overtime and TOIL will be logged electronically using the PPWH hospice HR platform.

I agree that this is an accurate reflection of the duties involved in my current role in The Prince & Princess of Wales Hospice.

Job Holder's Signature: _____ **Date:** _____

Head of Department's Signature: _____ **Date:** ____



PERSON SPECIFICATION

	Essential	Desirable
Qualifications		
Bachelor's degree in business, Marketing, or related field		√
Fundraising Qualification		√
Full valid driving license and access to a vehicle	√	
Management/Leadership qualification		√
Experience		
Minimum 3 years of experience in community fundraising, non-profit management or related roles	√	
Proven track record of successful community engagement and fundraising.	√	
Management/leadership experience	√	
Familiarity with hospice services and the local community.		√
Skills/Abilities:		
Excellent communication and relationship-building skills.	√	
Project management and organisational skills.	√	
Strategic thinking and problem-solving abilities.		√
Proficiency in resource allocation, budget management and revenue generation.	√	
Effective communication and collaboration across teams.	√	
Computer literate with good PC skills. Experience with Microsoft Office.	√	
Experience with Raiser's Edge or other CRM databases.		√
Proficiency in using digital tools for insights and data-driven decision-making.		√
Dynamic, self-motivated person who can work unsupervised whilst also being a team player	√	
Excellent organisational skills and the ability to prioritise and time manage effectively to meet deadlines.	√	
Ability to work under pressure while paying attention to accuracy	√	
Excellent persuasion, negotiation and influencing skills.	√	
Enthusiastic with a positive approach	√	
The ability to work in a way that upholds the values of the Hospice.	√	
The ability to demonstrate behaviors that support the values of the Hospice.	√	
Flexible to work on occasional unsocial hours including evenings and weekends	√	
Knowledge		
Understanding of grassroots community fundraising strategies.	√	
Awareness of local PR opportunities and community dynamics.	√	
Awareness of community engagement strategies and fundraising best practices.	√	



Sensitivity to the hospice's mission and the needs of patients and families.		√
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