**Community and Challenge fundraiser**

**Role Profile and Person Specification**

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| **Role:** | Community and Challenge Fundraiser |
| **Responsible to:** | Head of Community Fundraising |
| **Hours of work:** | 37.5 hours per week |
| **Location category:** | Home-based, covering geographic region (Central) |
| **Driver Status:** | Permitted driver |

**Main purpose of the role**

Establish, steward, and retain a portfolio of existing and new community fundraising supporters (branches, RAF units, regional corporate partners, challenge events participants and others) within a geographic region, as a team seeking to raise £1million in 2023. Recruit new supporters to encourage the ongoing work of the Association and seek innovative and exciting new propositions to encourage fundraising, diversify income and generate long-term support.

**Primary responsibilities**

* Support and encourage branch fundraising by motivating, coaching, and supporting Wings Appeal Officers and other branch fundraising supporters in your region. Develop strong relationships and provide practical support through resources, advice, and adaptable fundraising activity models. Work collaboratively with the interdepartmental teams to ensure efficient working practices.
* Work with RAFALOs and station personnel to encourage and support fundraising on RAF units in your region.
* Lead of a portfolio of challenge events to support the overall fundraising ambition.
* Recruit and support challenge events participants from within your region for challenge events (proprietary and third-party). Maximise the long-term value of these supporters by establishing excellent relationships to encourage further support.
* Establish relationships with other RAF cohorts, such as RAFAC, UAS, etc in your region. Encourage and support their fundraising and develop innovative and adaptable fundraising products to assist them.
* Ensure financial and supporter satisfaction/retention targets are achieved.

**Person Specification**

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|  | **Essential** | **Desirable** |
| **Education/**  **Qualifications** | * Institute of Fundraising Certificate (or able to demonstrate equivalent experience) |  |
| **Knowledge and Experience** | * A proven track record in community fundraising or strong evidence of transferable experience, for example an outstanding track record in sales or account management. * High level of computer literacy and a thorough understanding of CRM databases and their use in creating long-lasting supporter relationships | * Knowledge of the work of the Royal Air Force and the RAF Association |
| **People management** | * Experience of successfully managing and stewarding volunteer fundraisers or demonstrable transferable skills * A strong track record of effective networking and motivating people to get involved |  |
| **Communication and Relationships** | * Proactive, self-motivated team player, able to work both independently and flexibly as part of a team * Excellent interpersonal skills with the ability to influence internal and external contacts at all levels * Effective written and verbal communication skills * Energetic, enthusiastic, persuasive, and confident with a positive attitude * Able to take a professional and mature approach | * Experience of project managing communication/marketing campaigns through a wide range of media within a charity, agency or commercial environment |
| **Decision Making and Problem Solving** | * Able to prioritise demanding workloads and work under pressure to meet strict deadlines * Able to make appropriate level decisions autonomously | * Practical experience of undertaking health and safety risk assessments |
| **Financial & Physical Resources** | * Experience of achieving income targets and of expenditure budget control and monitoring | * Experience of achieving fundraising income greater than £300K per annum and managing expenditure of £150K per annum |
| **Information** | * Experience of using a sophisticated CRM system to undertake complex data-based research, performance analysis and reporting, leading to robust decision making * Able to respect confidentiality | * Experience of using Salesforce |
| **Physical/**  **Mental Effort** | * A full, clean driving licence and able to drive own car for business use | * Fit to undertake occasional manual handling activity |
| **Working Conditions** | * Able to travel extensively with some nights away from home. * Able to work at weekends and evenings for which time off in lieu may be granted |  |

**This role profile is intended to represent the core criteria of the role rather than providing an extensive list of tasks. In addition to the responsibilities listed above, all employees are required to observe the Association’s commitment to Health and Safety and Safeguarding as outlined in the Employees’ Health & Safety & Safeguarding Commitment.**