

JOB PROFILE: COMMUNITY FUNDRAISER

Role:	Community Fundraiser (Central)	Date last reviewed:	Date: 18 May 2023
Name:		Reports to:	CFR Team Leader Head of Engagement

MAIN SUMMARY OF ROLE:

To achieve an ambitious budgeted community fundraising target, through proactively sourcing, securing and managing community fundraising partnerships in the Central UK region (see appendix 1.) Developing and managing a network of supporters and volunteers to maximise income to support the RAF Benevolent Fund in providing vital support services to the RAF family.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- To meet your Community Fundraising and Challenge Event target and contribute to the success of the UK Community Fundraising Team, through the delivery of the agreed annual business plan.
- To recruit supporters for the Fund's challenge events and national events programmes.
- Identify opportunities to maximise income through volunteer fundraising.
- Identify, secure, win and manage community fundraising partnerships with companies, groups and events across your area.
- To recruit volunteers to support the Community Fundraising events and challenges.
- To improve income from existing relationships with serving and ex RAF local communities, RAF Reserves, Air Cadet Organisation staff and cadets and University Air Squadron staff and cadets. Generate and cultivate new relationships to ensure targets are met.
- To oversee fundraising activities in your assigned geographical area, ensuring that supporters and volunteers are provided with advice, appropriate support materials/equipment and encouragement to raise income.
- To promote the RAF Benevolent Fund Brand at all times.
- Promote and represent the RAF Benevolent Fund in your area via networking and media to increase awareness of the fund and strengthen local community support.
- Develop a plan for the achievement of income and recruitment targets within your area and contingencies to meet any shortfalls.
- To implement and drive effective project management of fundraising activities, including H&S risk assessments, stock management, process income and contribute to post-activity evaluation.
- To organise the Fund involvement at events as agreed in the annual business plan.
- To use communications channels such as social media, general correspondence, and presentation/speaking events to promote fundraising initiatives and thank supporters.
- To ensure that all supporters and prospective supporters are managed on the CARE database and are appropriately updated in line with the Data Protection Act.
- To ensure your work and that of volunteers meets Institute of Fundraising and Fundraising Standards Board best practice guidelines.
- To signpost welfare enquiries directly to the relevant Fund welfare staff or external organisations
- To adhere to the Fund Staff Handbook with respect to all fundraising activities.
- Work collaboratively within the team and with other teams across the Fund particularly those working within the partnerships team to achieve fundraising targets and objectives.
- Perform such other tasks as the Head of Engagement or CFR Team Leader requires.

COMPETENCIES REQUIRED FOR THE ROLE	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Deciding & Initiating Action Working with People Adhering to principles and values Persuading & Influencing Analysing Planning and organising Delivering Results & Meeting Customer Expectations 	<ul style="list-style-type: none"> Relating and networking Presenting and communicating information Writing and reporting Learning and researching Coping with pressure and setbacks Entrepreneurial and commercial thinking
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
Academic or Professional Qualifications (or equivalent):	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Good level of educational attainment including English and Mathematics. 	<ul style="list-style-type: none"> Evidence of CPD Post graduate education Institute of Fundraising Certificate
Knowledge/ Experience:	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Fundraising/Marketing or Sales experience Proven record of target delivery Experience of exceeding targets Demonstrate experience of building relationships within a local community, with an ability to connect to a wide range of Individuals 	<ul style="list-style-type: none"> Fundraising Experience Knowledge and/or experience of the RAF Analytical skills - income, expenditure and Return on Investment Knowledge of charity Law Knowledge of events management Demonstrable experience of PR, communication and/or marketing activity
Skills/Abilities:	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Ability to develop great relationships with internal and external stakeholders. Proven ability to influence and motivate people to support. Ability to interpret financial data & budgets. Experience in project management. 	<ul style="list-style-type: none"> Good written and verbal communications skills. Able to ensure budget for paid media campaigns is managed wisely. Able to provide technical Digital Fundraising support to colleagues, particularly in reference to fundraising platforms and live streaming. Proven ability to identify, win, build and deliver successful fundraising partnerships with companies and groups.
Other Requirements:	
<ul style="list-style-type: none"> Travel to other Fund and UK locations. Evening, weekend and overnight stays (as appropriate). Possessing a full UK driving licence. Carry out any other duties that is within the scope of the job as requested by the Head of Engagement. Transportation, preparation (set-up) and organisation of Fund facilities (gazebos, collateral etc) at events. 	

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date:

Appendix 1:

Central UK region

Countries/counties covered	RAF Stations / Bases covered
North Yorkshire	RAF Digby
West Yorkshire	RAF Fylingdales
East Riding of Yorkshire	RAF Leeming
Derbyshire	RAF Waddington
South Yorkshire	RAF Coningsby
Greater Manchester	RAF Scampton (Families Area)
Nottinghamshire	RAF Honington
Merseyside	RAF Marham
Cheshire	RAF Wittering
Nottinghamshire	RAF Wyton
Lincolnshire	RAF Cosford
Shropshire	MOD Stafford
Staffordshire	RAF Shawbury
West Midlands	RAF Cranwell
Worcestershire	RAF Syerston
Northamptonshire	RAF Woodvale
Leicestershire	RAF Valley
Rutland	MoD Leconfield
Warwickshire	DMRC Stanford Hall
Cambridgeshire	DATR - Melton Mowbray
Norfolk	
Suffolk	
North and Central Wales:	
Isle of Anglesey	
Gwynedd	
Conwy	
Denbighshire	
Flintshire	
Wrexham	
Ceredigion	
Powys	