

## JOB PROFILE: COMMUNITY FUNDRAISING TEAM LEADER

Role:	COMMUNITY FUNDRAISING TEAM LEADER	Date profile last reviewed:	May 2023
Name:		Reports to:	Head of Engagement

### MAIN SUMMARY OF ROLE:

The UK Community Fundraising Team Leader leads the community fundraising team in developing and planning community fundraising across the UK. The Team Leader is responsible for supporting the team in achieving their income targets as well as playing a key role in setting the culture of a high performing and motivated team. The Team Leader will also have their own area and income target to meet.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Working within the framework of the Fundraising Strategy, develop, implement and monitor a UK CFR plan with income and expenditure budgets to the agreed timeline.
- Ensure the UK CFR team meets/exceeds their fundraising income, targets and KPIs by focusing on fundraising activity with the highest return.
- Identify and build new audiences to take part in fundraising activities in addition to engaging with the serving RAF and offering support to those taking part in community fundraising.
- Using effective line management, ensure a high performing and highly motivated team is in place, addressing performance, recruiting, developing and retaining as needed.
- Keep up to date with new technology to improve the team's performance and effectiveness as well as trends in the sector.
- Create and encourage effective communication between the UK CFR team and other colleagues in fundraising, finance and welfare teams.
- Review and evaluate community fundraising and recommend any developments which will improve consistency, efficiency and ROI.
- Regularly analyse outcomes and performance against plans, recommend and undertake remedial action as necessary.
- Take a broad view of all fundraising activities and ensure that opportunities are optimised for UK CFR Team to support other income growth areas such as legacies, service Day's Pay Giving, major donors and regular giving.
- Work with and support the team on the delivery of specific projects or new business opportunities across the UK.
- Ensure that all supporters and prospective supporters are managed on the CARE database and are appropriately updated in accordance with GDPR.
- Ensure that the appropriate controls are in place and good practice is shared.
- Adhere to all RAF Benevolent Fund policies and procedures.

COMPETENCIES REQUIRED FOR THE ROLE	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Planning and organising</li> <li>• Working with people</li> <li>• Delivering results and meeting customer expectations</li> <li>• Entrepreneurial and commercial thinking</li> <li>• Creating and innovating</li> <li>• Leading and supervising</li> </ul>	<ul style="list-style-type: none"> <li>• Deciding and initiating action</li> <li>• Presenting and communicating information</li> <li>• Persuading and influencing</li> <li>• Relating and networking</li> <li>• Coping with pressure and setbacks</li> <li>• Adapting and responding to change</li> </ul>
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
<b>Academic or Professional Qualifications (or equivalent):</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Good level of educational attainment including English and Mathematics.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of CPD</li> <li>• Institute of Fundraising Certificate</li> </ul>
<b>Knowledge/ Experience:</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Experience of exceeding targets</li> <li>• Proven experience of raising significant funds through local community based and volunteer fundraising.</li> <li>• Proven experience of developing, implementing and monitoring annual plans and budgets.</li> <li>• Experience of line management and/or supervision.</li> <li>• Experience of building relationships within a local community, with an ability to connect to a wide range of individuals</li> </ul>	<ul style="list-style-type: none"> <li>• Proven experience of developing relationships and securing funding from regional corporates</li> <li>• Demonstrable experience of PR, communication and/or marketing activity</li> <li>• Evidence of continuing professional development.</li> <li>• Understanding or knowledge of the military or military charities.</li> <li>• Knowledge of charity Law, including GDPR.</li> </ul>
<b>Skills/Abilities:</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Good written communication skills and high level of numeracy to be able to produce monthly reports, fundraising cases etc</li> <li>• Excellent verbal communications skills, able to deliver clear and compelling presentations, which motivate and inspire.</li> <li>• Ability to work outside of office hours on occasion and country-wide travel.</li> </ul>	<ul style="list-style-type: none"> <li>• Analytical skills - income, expenditure and Return on Investment</li> <li>• Events management</li> </ul>
<b>Other Requirements:</b>	
<ul style="list-style-type: none"> <li>• Regular travel to other RAFBF and UK locations. Evening, weekend and occasional overnight stays (as appropriate).</li> <li>• A full UK driving licence.</li> <li>• Carry out any other duties within the scope of the job as requested by the Head of Engagement.</li> <li>• You will be community based and will be provided with a vehicle for this purpose.</li> <li>• You will be responsible for supporting a team of regional staff based across England and Scotland. There may be requirements to visit regional staff in their areas of operation for meetings and case reviews. Occasional travel to head office in London and our Scotland office in Edinburgh will be required. You should expect to undertake regular travel to London during the first six months of the role.</li> </ul>	

**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: