

Job Title: Community Fundraising Manager
Reporting to: Community Fundraising Regional Manager
Direct Reports: N/A
Job Band: Aim Band 4
Size of Team: N/A

To deliver community fundraising initiatives with individuals and groups. To provide a high standard of face to face support to key individual supporters and fundraising groups to secure and increase levels of support.

Key Responsibilities

- Developing and maintaining sustainable relationships with supporters in local communities – adding value to their relationship with the St John Ambulance, motivating them to maintain and increase their support
- Implementing fundraising plans for identified St John Ambulance fundraising volunteers/groups in order to deliver the community fundraising strategy, key products/campaigns and messages
- Managing all community fundraising supporter relationships to agreed budgets, deadlines and stewardship levels
- Analysing and proactively managing fundraising group development in order to achieve agreed targets
- Work closely with other teams in your area to optimise the impact of engagement in your communities
- Manage, recruit, induct, training/coaching, retaining and rewarding volunteers in line with the volunteer strategy
- Delivering leads and developing prospects to support the community fundraising strategy
- Monitoring and feeding back intelligence relating to identified St John Ambulance markets and competitors in order to inform future product development
- Preparing own correspondence and ensuring maintenance of full and accurate database (D365/MCRM) records
- Maintaining accurate records, analysing financial and non-financial data to monitor and improve performance and mitigate risk
 - Proactively managing area development, succession planning and ensuring activities meet the required local and sector Governance and Legal requirements
 - Ensure safety and regulatory processes are enacted and constantly reviewed at community led events
- Deputise for Community Fundraising Regional Manager if required
- Spend significant time in the field building new markets and supporting new volunteers
- Become involved in other ad hoc tasks as required.

You will

- Be willing to travel on a weekly basis with a full driving licence and access to a vehicle
- Have the passion and energy to drive and inspire others to deliver income growth
- Be willing to undertake evening and weekend work

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C) inc Maths & English (Minimum of 5)	✓	
Institute of Fundraising Certificate of Fundraising		✓
Experience		
Experience of achieving income targets via community fundraising income streams	✓	
A proven track record of growing net income through establishing, developing and nurturing volunteer fundraisers and fundraising groups including senior volunteers	✓	
Experience of working to KPIs and analysing financial data	✓	
Experience of implementing and reviewing regulatory processes and safety for community activities	✓	
Experience of line management of a community volunteers		✓
Skills, knowledge and abilities		
Excellent interpersonal skills with ability to communicate effectively at all levels	✓	
A team leader and player with the ability to lead, motivate and manage a geographically dispersed volunteer base	✓	
Ability to build positive relationships with volunteers, donors and key area stakeholders and manage their expectations	✓	
Ability to manage, prioritise and plan resources to maximise income in your area	✓	
Demonstrates a flexible 'can-do' approach	✓	
Track record of project/event management skills	✓	
Up to date knowledge of charity and fundraising regulation	✓	
Knowledge of D365/MCRM or other similar CRM databases	✓	
Ability to use Microsoft® applications at intermediate level	✓	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials:

Date of preparation:



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