Job Description

Job Title: Community Fundraiser – North of England

Salary: £18,500-£24,500

Responsible to: UK Community Development Manager

Hours: 21 hours - Flexible

Location: Home based covering Cheshire, Merseyside, Greater Manchester, Yorkshire, Humberside, Cleveland and Durham

Special Conditions: Travel including some evening and weekend working. Attending quarterly briefing and training at Head Office involving staying overnight when necessary.

About the charity

There are over 500,000 people in the UK today who have had meningitis and every year more than 8,000 babies, children and adults contract either bacterial or viral meningitis. 1 in 10 who contract bacterial meningitis sadly die, and a further 1 in 3 are left with lifelong after-effects.

Meningitis Now is a bold, brave and influential charity making a real difference in the UK. Our vision is a future where no one in the UK loses their life to meningitis and everyone affected gets the support they need. We save lives and rebuild futures by funding research, raising awareness and providing support.

The people we help every day and those who support us in return, inspire us to provide the best supporter care that we can, which is why we are committed to putting our supporters first and ensure anyone who is in contact with Meningitis Now, feel engaged, respected and valued.

To achieve this we recognise the importance of exceptional supporter relationship development and excellent supporter care. The post of Regional Community Fundraiser is responsible for delivering successful fundraising through local supporters, businesses, groups and associations within the region. As the principal contact for fundraising within your area you will represent and promote the work, vision and purpose of Meningitis Now regionally.

Job Purpose

To be the North of England representative of Meningitis Now, responsible for maximising income potential within your area through:

- Effective supporter care and development
- Identify, recruit, develop and manage volunteers
- Raise awareness of the disease and the support that Meningitis Now can provide
- Signposting individuals to the Community Support Officer where appropriate
- Building relationships with supporters, local community organisations and institutions.
- Work collaboratively with internal teams including fundraising, community support, volunteering, events, communications, supporter care and finance.
Duties and Responsibilities

Fundraising
- Deliver excellent supporter care in line with Meningitis Now Supporter Care Charter.
- Deliver community fundraising annual operational plans.
- Develop and deliver marketing plans to promote and deliver key activities including: regional runs, challenges, charity own events and collections.
- Develop fundraising opportunities across a broad range of target markets including: corporates, community organisations, schools and universities.
- Recruit and motivate supporters, supporting them to adopt innovative fundraising ideas in order to help achieve targets.

Cross team working
- Liaise closely with Communications and Digital Teams regarding PR activities.
- Liaise closely with the Individual Giving, Events, Corporate and the Partnerships Teams and support initiatives to ensure delivery of excellent supporter journeys.

Administration
- Provide monthly income, expenditure and activity reports to the Community Fundraising Manager.
- Adhere to data protection policies
- Ensure timely processing of income.

Community Support
- Recognise the emotional needs of supporters and refer to the Community Support Officer/Services team to facilitate effective delivery of our support services and observe confidentiality at all times.

Communications/Marketing
- Communicate Meningitis Now work to donors and supporters face to face, phone, email and social media providing regular feedback and reports to donors as appropriate.
- Act as Meningitis Now’s spokesperson as required.
- Manage regional social media platform
- Engage and support beneficiaries to share their own experience of meningitis to raise awareness of the disease, its after-effects and Meningitis Now’s work

General
- All employees must take reasonable care of their own health and safety and that of others who may be affected by their actions.
- All employees are expected to operate within the Meningitis Now Health and Safety policy and guidelines.
- All employees are expected to participate in personal development activities as identified via the Me PLC reviews which operate at every level throughout the Charity.
Person Specification

Essential experience
- Good understanding of the principles of a range of fundraising activities including community, events, and corporate activities
- Experience of working in target driven environments
- Experience of delivering exceptional supporter care
- Experience of working with volunteers
- Experience of producing a range of effective communications
- Experience of working on cross organisational projects

Essential skills
- Ability to communicate sensitively, effectively and with empathy with a diverse range of individuals
- Excellent relationship management skills with proven ability to motivate others
- Excellent telephone skills
- Excellent organisation/administrative, prioritising skills and ability to work to multiple deadlines
- Excellent presentation skills
- Strong self-motivation with ability to work on own initiative identifying and maximising fundraising opportunities
- Ability to use Microsoft Office suite and working with relationship management databases
- Strong team worker and good interpersonal, negotiating and influencing skills

Desirable selection criteria
- 1 year+ in a paid community fundraising role
- Experience of project management
- Experience of e technology
- Membership of Institute of Fundraising
- Knowledge of Institute of Fundraising codes of practice
- Good understanding of charity law, policy and regulatory environment within which charities operate.
- Experience of working with the media

Other requirements
- Commitment to the goals and values of Meningitis Now
- Full driving licence and must have access to a car for work purposes and be able to travel throughout the region as necessary
- Must be able to attend all required team meetings/head office briefings