

## COMMUNITY FUNDRAISER

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|--------------------|---------------------------------|
| <b>Department:</b> | Fundraising & Engagement        |
| <b>Job title:</b>  | Community Fundraiser            |
| <b>Reports to:</b> | Corporate and Community Manager |
| <b>Based at:</b>   | Head office                     |
| <b>Salary:</b>     | Up to £27,000                   |

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

### Job Summary

This position, in the Corporate and Community fundraising team, is responsible for developing relationships and stewarding supporters, with a particular focus on community organisations and individual fundraisers.

The Fundraising Executive will work with the team to support corporate fundraising events and account manage some regional businesses.

Working collaboratively towards a "one team one target" the post holder will build and maintain the pipeline by identifying new funding opportunities, attend meetings with potential supporters and complete written applications.



## Areas of Responsibility

### (specific to role)

- Work collaboratively to plan and deliver engagement and fundraising plans for all community organisations, offering exceptional account management and stewardship
- Research and identify new business opportunities
- Work collaboratively to steward and support volunteer fundraisers to achieve their fundraising goals
- Support the Corporate and Community Fundraising team with a variety of events and campaigns
- Use strong consultative and negotiation skills to articulate the benefits of a partnership with Rainbow Trust
- Make effective and targeted new business approaches
- Working with the Engagement team deliver excellent supporter stewardship to engage supporters and ensure agreed fundraising objectives are successfully met and if possible, exceeded
- Respond effectively and promptly to enquiries and requests received directly from donors, funders and prospects
- Work with the Engagement team to create marketing materials to inspire, support and ensure every supporter feels valued, appreciated, and informed
- Use the Fundraising CRM database (Donorfy) to accurately plan and log activity.

# General Responsibility

## LEADERSHIP AND STRATEGY

- Provide constructive and positive leadership that inspires colleagues, volunteers and interns to meet and exceed acquisition and fundraising targets
- Proactively develop relationships in the sector and maintain awareness of sector developments, fundraising tools and skills development
- Operate in compliance with relevant legislation, best practice, and corporate policy
- Commit to the Performance Management, taking responsibility for own professional development following the PMP process
- Live the Rainbow Trust values.

## OPERATIONAL AND PROJECT PLANNING

- Develop own individual work programme in consultation with line manager to weekly, monthly, quarterly and annual timeframes
- Take individual responsibility for agreed objectives and targets
- Negotiate with suppliers to ensure best value for money is obtained
- Organise own time and resources effectively and use initiative.

## WORKING WITH CUSTOMERS AND SERVICE DELIVERY

- Maintain effective relationships with funders, and suppliers.
- Act as a representative of the charity to a variety of external and internal audiences, in different contexts and events
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts
- Ensure that supporter expectations are met and exceeded
- Work within the Code of Fundraising Conduct as administered by the Fundraising Regulator.

## DEVELOPING, MAINTAINING SYSTEMS AND PROCEDURES

- Ensure processes are consistently and accurately followed including by using the CRM system to record a pipeline of potential prospects and pledges made
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in Donorfy
- Utilise our fundraising database to monitor progress towards personal objectives
- Ensure regular data cleansing is actioned and contacts are current
- Ensure compliance with data protection guidelines, GDPR and corporate policy.

## PEOPLE MANAGEMENT AND DEVELOPMENT

- Inspire and provide advice and support to volunteers and interns under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers.

## TEAM WORKING AND COLLABORATION

- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, PI and SBI processes
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Proactively share professional knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
- Proactively participate in team meetings and away days, including our annual staff conference
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements.

## SPECIAL CONDITIONS

- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training at a level commensurate with their role
- All staff must adhere to Rainbow Trust's safeguarding policies and procedures
- The post holder will be expected to work out of the office, meeting supporters and committees, running events and delivering on commitments to stakeholders. Some out of office hours may be required to facilitate this.
- Some UK travel may be required
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

# PERSON SPECIFICATION

## Fundraising Executive



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

### ESSENTIAL

### DESIRABLE

#### Experience

(Previous roles,  
types of organisations)

- Proven experience of building relationships
- Proven experience of demonstrating proactivity and a desire to succeed.

#### Special Competencies

(Specific job-related skills  
knowledge understanding)

- Confident verbal communicator - face to face and over the phone
- Confident presenter
- Strong negotiation, networking and relationship management skills

#### Disposition

(Influence over others,  
dependability, self-reliance)

- Friendly, outgoing and enthusiastic, quickly connecting with others and building relationships.
- Motivating, empathetic and persuasive communicator.
- Works accurately with details within established standards and guidelines.
- Works with a sense of urgency, completing task in a timely manner.
- A fast learner who responds quickly to pressure and change.
- A socially-focused attitude with task-based collaboration.
- Self-starter - takes initiative, controlling all aspects of tasks, from beginning to end.

# PERSON SPECIFICATION

## Fundraising Executive



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

### ESSENTIAL

### DESIRABLE

#### Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Considerate, with a deep understanding and trust of others.
- Comfortable with a changing environment.
- Anticipates problems and takes calculated risks.

#### Attainments

(Academic & prof qualifications & training)

- Evidence of literacy and numeracy appropriate to the level of the role.

#### Motivation

(Ambition, money, security)

- Achieving results with and through people and bringing out the best in them
- High quality customer satisfaction.

#### Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development.
- Occasional requirement to work evening and/or weekends.
- Some travel within the UK may be required.
- Current valid driving licence.