

JOB DESCRIPTION

Job Title	Head of Community Fundraising
Department	Fundraising
Reporting to	Executive Director of Income Generation
Reports to you	Fundraising Volunteer Manager (to be recruited) Community Fundraiser (Barnet & Chase Farm Hospital) Community Fundraiser (Royal Free Hospital)
Contract	Fixed-term (three months, with the possibility of extension)
Hours of Work	Full-time - 37.5 hours per week not including breaks
Date	June 2021

Context - Who we are:

The Royal Free Charity (RFC) and the Royal Free London NHS Foundation Trust (RFL) work in partnership every day because together we can do what the NHS cannot achieve alone.

The Royal Free London is one of the UK's biggest trusts, our 10,000 staff delivering care to more than 1.6 million patients each year in three main hospitals. It combines globally recognised clinical expertise with local and friendly hospital care to represent the best in NHS treatment. Its hospitals are renowned for specialist services and lead care in a number of areas, including immunology, liver transplant, kidney and bone marrow transplant, infectious diseases, cancer treatment, plastic surgery and ENT surgery.

The Royal Free Hospital is a major neuroscience base with a network extending throughout north London and into the south east of England. It runs internationally-recognised clinical research and training programmes and its hospitals conduct medical research, some with an international reputation. The Royal Free London is a leading trust for the training of doctors, nurses, midwives and professions allied to medicine.

The role of the Royal Free Charity is to support the trust staff at all levels by investing in services for staff and in the physical and technical infrastructure of our hospitals, helping make care safer, more efficient, more effective and closer to home. It also funds life-saving and life-changing research aimed at finding cures and new treatments for diseases like type 1 diabetes, cancer and organ rejection following transplantation.

Patient support: Every patient is unique, with their own mix of concerns and considerations. We aim to provide services and support to reduce anxiety and make the experience the best it can be.

Hospital staff support: Those who care for others must be well supported themselves. We clear the path ahead for our hospital colleagues so they can go further, faster for patients.

Major projects: The generosity our donors has enabled us to build a research facility, to open in 2021, which will find new treatments and cures for disease affecting millions of people worldwide like type 1 diabetes, cancer and organ rejection after transplantation.

Recreation club: Our Recreation Club is located next to the Royal Free Hospital and has a pool, gym and classes available for use by staff, patients and the local community.

The generosity of our donors, fundraisers and volunteers enables us to do this.

Fundraising Department: The aim of the directorate is to facilitate the charity's programmatic goals by developing supporter relationships and generating repeat, sustainable income.

Head of Community Fundraising

Job Purpose

To lead on the charity's Community Fundraising activities, maximising income and building awareness across our grass roots networks.

Key Responsibilities

Fundraising

- Develop and implement a strategy for the targeted recruitment, cultivation and stewardship of community groups and associations, educational institutions, lower value corporates (< £10k / annum value), community volunteers and individual fundraisers
- Personally manage and develop a portfolio of higher value community prospects (£5k-£10k / annum value corporates and £10k-£250k CGAs), maximising their long-term commitment to the charity
- Oversee the development of RFC's fundraising volunteer programme, enhancing the charity's ability to raise awareness and income across the community. Ensure adherence to sector best practice and legal guidelines
- In line with the latest developments in the community fundraising, work closely with colleagues to create and develop a range of products to meet the needs of the charity's target audiences
- Lead on the development of the community fundraising elements of the team's annual planning calendar, coordinating with other key stakeholders and ensuring adherence to agreed budgets
- Develop comprehensive supporter journeys for prospects, collaborating with other fundraising departments to cross sell community products. Conversely, utilise community contacts and products to help develop Individual Giving and Philanthropic Partnership prospects
- Capitalise fully upon digital marketing opportunities and platforms in support of community fundraising, and, in collaboration with the Engagement and Communications team, seek to ensure RFC is at the forefront of digital best practice

Leadership & Management

- Build and manage a community fundraising team capable of supporting sustainable growth across the above income streams
- Provide exemplary leadership to the team, coaching team members, as required, to develop skills, motivation and performance
- Lead innovation in the team, developing and managing products and initiatives to increase income and raise awareness. Keep abreast of fundraising trends to ensure the Royal Free is a model of best and innovative practice
- Play an active role in the Fundraising Management Team (FMT), taking responsibility for delivery of the strategy and for the development of the organisation
- Linked to the wider organisation and team strategy, develop fully integrated and robust annual business plans and income / expenditure budgets, setting targets and KPIs accordingly
- Monitor performance through the regular assessment of these targets, preparing reports for the Executive Director of Income Generation and for the Board of Trustees, as required. Include tracking and forecasting across all Community Fundraising income streams and assess lifetime value of CF acquired supporters
- Use analysis, insight and audience understanding to inform decision making and further develop Community Fundraising activities

Charity systems and compliance

- Maintain up-to-date knowledge of legal requirements impacting on Community Fundraising; ensure compliance with the Fundraising Regulator's Code of Practice and Royal Free Charity policy
- Adhere to all charity organisation standards, policies and procedures
- Comply with the data protection regulations, ensuring that information on prospects and donors remains confidential
- Administer and organise personal work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements
- Ensure the team maintains accurate records of relationships with all donors and partners and these are logged on the Raiser's Edge database
- Maximise use of the RE database, producing regular KPI and income reports to support successful delivery of activities and performance

Personal development and working relationships

- Contribute to the charity's strategic direction, a performance driven culture and good practice
- Ensure that your own knowledge of community fundraising, and that of the organisation as a whole, is kept up to date, taking responsibility for your own personal learning and development
- Engage key supporters and ensure relationships are managed effectively
- Treat supporters and colleagues in a friendly, respectful manner, regularly giving colleagues constructive feedback to motivate others
- Support change within the fundraising team, embracing and encouraging new and innovative ways of working

The objectives of the post are to:

- Develop and manage an engaging community fundraising portfolio for our target audiences
- Proactively engage the highest value community prospects
- Develop a sector-leading fundraising volunteer programme
- Maximise the use of social media, third party fundraising platforms and new technology in support of community fundraising activities

Key Relationships

- Executive Director of Income Generation
- Heads of Philanthropy and Individual Giving
- Engagement & Communications team
- Grants & Services team
- RFL front line staff
- High value local community contacts

General – We expect you to: -

- Be highly motivated and self-initiated with a non-judgemental approach
- Have a:
 - strong affinity with the charity mission and ethos
 - positive professional work attitude
 - presentable appearance
- Have an ability to:
 - work unsupervised
 - work to tight deadlines and deliver results
 - be flexible, tactful, diplomatic and supportive in your approach
 - work in a 'team – based' environment
 - follow instructions and adhere to Trust / Charity policies
- Be enthusiastic and passionate for Charity / Hospital environment

- Treat everyone equally, regardless of class, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sexual orientation, or any other equality characteristic

Qualifications, Experience, Skills & Knowledge

Qualifications

- CSE/GCSE in Maths and English or equivalent
- Chartered Institute of Fundraising's Fundraising Certificate (desirable)

Experience

- A minimum five-year's demonstrable experience of working at an intermediate or senior level in a community fundraising setting
- A proven track record of soliciting gifts from high value community contacts
- An outstanding track record and aptitude for acquisition of lucrative local partners
- Extensive experience working with non-fundraising colleagues to strengthen fundraising activity
- Management of staff and/or volunteers
- Previous budget and KPI management experience including preparation of annual and longer-term fundraising strategies, plans and reports
- Database system user experience, preferably Raiser's Edge
- Previous experience of working in a multicultural environment

Skills & Knowledge

- Exceptional relationship-building skills
- Supporter-oriented mindset with an ability to adhere closely to the fundraising team's supporter care principles
- Excellent strategic planning ability
- Excellent numeracy, literacy and administrative skills
- Excellent eye for detail with a high degree of accuracy
- The ability to manage and juggle a large workload whilst maintaining an excellent service level to internal & external stakeholders
- Strong IT skills, including MS Office at intermediate level
- Strong budget management skills
- Confidence to learn new systems and skillsets independently
- Knowledge of fundraising laws and regulations in relation to data protection and compliance
- Extensive knowledge of the Institute of Fundraising Code of Practice

Results Driven

- Ability to prioritise prospects and deliver a high quality of customer service to agreed timescales
- Ability to find innovative ways to drive efficiency and standards through revision of templates and processes

Communication

- To have excellent communication skills both verbally and written, with an ability to deal with a diverse range of internal and external stakeholders
- Ability to: -
 - empathise and support staff positively
 - build supportive and trusting relationships
- Strong commitment to the RFC values and to the provision of an excellent customer experience

Managing Own Performance & Development

- To be able to: -
 - work under pressure and to deadlines
 - prioritise and manage own workload
 - demonstrate continued attention to detail and accuracy
 - problem solve when required

- To be self-confident and willing to take responsibility for actions
- To be able to take a hands-on approach in a rapidly changing environment, adapting as necessary to carry out a range of tasks, ranging from the administrative to the strategic

Other Requirements – We expect you to: -

- be highly motivated and able to take the initiative
- have a strong affinity with the NHS and philanthropic values
- be a team player with an ability to inspire, influence and engage positively with staff at all levels, bringing people together with an agreed approach
- attend meetings and training, as required
- work in line with the charity's vision, mission and values
- adhere to charity policies, including the dress code, and all relevant legislation and ensure that any team members who report to you do the same
- be aware of the need to create equal opportunities
- be committed to continuous learning, review and improvement of all services
- be flexible and respond to the needs of services
- attend supervision on a regular basis with the line manager
- be aware of and have a good understanding of Health and Safety at Work and the Fire Procedure and understand the correct action to be taken in the event of a fire
- read and adhere to the charity's policies and procedures
- respect confidentiality needs & work with integrity
- undertake any additional relevant duties as required

This job description is not exhaustive and is subject to change to meet legislative requirements.