ROYAL FREE CHARITY

JOB DESCRIPTION

Job Title	Community Fundraiser
Department	Fundraising
Reports to	Head of Community Fundraising
Reports to you	None
Hours of Work	Full-time - 37.5 hours per week not including breaks
Date	July 2022

The Royal Free Charity

Our vision

Our vision is for everyone served by the Royal Free London NHS Foundation Trust (RFL) to have access to world-leading healthcare, delivered by a thriving workforce, and driven by medical research that has a global impact. We support the 10,000 staff of the RFL and their 1.6 million patients across Barnet, Chase Farm and Royal Free hospitals and more than 30 NHS services.

What we do

Through the services we provide, and the programmes and equipment we fund, we make a profound and immediate difference to patients' experiences of care. Our volunteering, support hub, and complementary therapy teams enhance the hospital journey for all patients – whether they live locally, or come from further away to access the trust's specialist services. Our support of the RFL workforce enables staff to perform at their very best. Spanning individual professional development and training through to organisation-wide interventions, our initiatives bolster employee resilience and mental health so staff can achieve the best outcomes for patients. We fund ground-breaking research with the potential to change people's lives, whether it's through our grant programmes, commissioned research or delivering major capital funding appeals.

Our approach

We are a solution-focused strategic partner to the RFL, helping our hospitals to go further and faster than the NHS could do alone. We believe funding decisions should be made based on strategic priority and impact, with a strong focus on co-production.

The Royal Free Charity (the Charity) invests in:

- Enhanced support for patients
- Vital support for our staff
- Ground-breaking research and innovation
- Cutting-edge medical equipment

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

The fundraising team

The fundraising team is responsible for income generation, the acquisition and retention of supporters and delivering an outstanding experience to our incredible donors.

- The directorate is split into three main areas:
  - Individual Giving
  - Community Fundraising
  - Philanthropic Partnerships

As our new Community Fundraiser, you will build amazing relationships with our supporters, proactively reaching new networks of support and providing outstanding stewardship. You will always be on the lookout for new opportunities to engage with our community, helping to grow our reach and generate income and awareness across our core geographic areas and beyond. You will also manage our portfolio of challenge events, delivering excellent communication with participants and maximising return on investment and retention of supporters.

Principal accountabilities / responsibilities:

Key responsibilities

- To proactively steward a portfolio of community supporters, focusing on maximising their fundraising and retaining their support through timely and personal supporter care
- To achieve supporter acquisition targets by actively developing new networks of support, building relationships and reaching out to new potential supporters across a variety of audiences, including schools, faith groups and local business
- To maintain a well-researched active prospect list for potential new business, building a pipeline of future support and enabling incremental income growth
- To be the key contact for staff and families at the Royal Free hospital, developing meaningful and productive relationships to further support our work
- To build relationships across the charity, the Royal Free London NHS Foundation Trust and third party suppliers, to identify and develop opportunities for supporter engagement
- To act as a credible and professional representative of the Royal Free Charity, ensuring that your work contributes to the positive reputation and increasing prominence of our cause and brand
- To deliver high quality communication (written and verbal) across a variety of stakeholders
- To work with the brand team and head of community fundraising to deliver compelling marketing materials for our challenge event portfolio, ensuring that places and filled and maximised
- To contribute to budgeting and planning for future financial years to ensure a varied and exciting portfolio of challenge events and a strong return on investment
- To plan and implement ongoing supporter journeys for challenge event participants, keeping them engaged with the charity and inspired in their support
- To maintain accurate and up to date records of supporter engagement on Raisers Edge NXT, providing basic reporting on activities as required

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- To work with the communications team to identify supporter stories and case studies that can further enhance our work and narrative, ensuring that these are developed sensitively and transparently
- To actively support the Royal Free Charity's wider campaign activity
- To actively pursue personal development, contributing learnings and ideas to the wider team
- To take responsibility for the quality of own work, and contribute to a high-performing team by engaging in offering and acting on 360 feedback
- To maintain up to date knowledge of sector trends and how they might be applied to our work

All staff are expected to:

- Work unsupervised
- Work to tight deadlines and deliver results
- Have a positive professional work attitude
- Be highly motivated and able to take the initiative
- Be enthusiastic and passionate about the Charity / Hospital environment
- Support your team and your other colleagues
- Attend meetings and training as required
- Be flexible and respond to the needs of services
- Attend supervision on a regular basis with the line manager
- Treat everyone equally, regardless of sex, age, disability, gender reassignment, race, ethnicity, religion or belief, sexual orientation, or any other protected characteristic
- Read and adhere to the 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 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
- To work to the Charity's Vision and Mission
- To undertake any other tasks commensurate with the role

Person Specification

Qualifications

- No specific qualifications are required for this role

Experience

- Excellent development and management of relationships in the not-for-profit sector, or similar experience with demonstrable transferable skills
- Developing stewardship or communication plans
- Monitoring and managing KPIs and activity plans
- Use of Raisers Edge NXT or a similar CRM (beneficial)
- Experience of working with budgeting (beneficial)

Skills & knowledge

- Excellent interpersonal skills and ability to proactively build relationships and networks
- Excellent numeracy, literacy and administrative skills with close attention to detail

- Outstanding organisation and project management skills.
- Excellent IT skills, including a thorough knowledge of MS Office (Word, Excel and PowerPoint) and fundraising databases
- Able to deal with sensitive information in a confidential and professional manner
- To have a good understanding of Equality, Diversity and Inclusion
- Excellent written and verbal communication skills, with the ability to influence across a variety of stakeholders
- Outstanding project management and organisation skills
- Ability to build supportive and trusting relationships
- Ability to efficiently manage workload whilst maintaining an excellent service level to internal & external stakeholders
- Strong presentation skills, or a willingness to perfect them
- A sense of curiosity and a drive to improve processes and programmes by looking for opportunities to enhance efficiency and quality
- A solution-focused approach to challenges
- Ability to contribute to a collaborative and agile team, enabling others to learn and deliver, and celebrating successes
- An understanding of GDPR and fundraising regulations and law
- A good understanding of Equality, Diversity and Inclusion and a drive to actively promote this within projects and the workplace

Some evening and weekend work will be required in this role.

This job description is not exhaustive, and the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.