

Job Title	Community Fundraising Development Manager
Department	Fundraising
Reports to	Head of Community Fundraising
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 small grants programme 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 supports the trust at all levels by investing 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.

Fundraising Team:

- The 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 we develop our Community Fundraising programme an exciting opportunity has arisen to join us as Community Fundraising Development Manager. Initially this role will take strategic lead of our new fundraising ambassador role, with additional project management and fundraising proposition development to follow.

Community Fundraising Development Manager – The Role:

Principal accountabilities/responsibilities

- To work with the head of community fundraising to develop and deliver the Royal Free Charity's first fundraising ambassador programme, which aims to recruit fundraising volunteers who introduce the Royal Free Charity to new networks and build our base of support in our community
- To act as strategic lead for the fundraising ambassador programme, ensuring that it supports the community fundraising team to deliver on supporter acquisition and income targets
- To plan and deliver recruitment of volunteers, ensuring a high standard of induction along with any necessary due diligence
- To plan and deliver ongoing stewardship and appropriate supporting materials for the volunteer ambassadors to ensure they feel engaged and appreciated
- To monitor and evaluate the success of the fundraising ambassador programme, using this information to continuously work to improve and develop the programme
- To actively support the Royal Free Charity's wider campaign activity, including the winter integrated appeal 2022 and our major cancer campaign which begins in 2023
- To work closely with the head of community fundraising and community fundraisers to identify leads and support the development of new supporter relationships
- To develop additional fundraising propositions as the community fundraising portfolio grows, take responsibility for scoping, budgeting and project management. This may include, but is not limited to, community-specific campaigns, mass participation events, digital fundraising and additional volunteer opportunities.
- To build relationships across the charity and the Royal Free London NHS Foundation Trust to enable own work and engage with internal and external stakeholders to identify opportunities for supporter engagement
- To actively pursue personal development, contributing learnings and ideas to the wider team
- To maintain up to date knowledge of sector trends and how they might be applied to our work
- To deputise for the head of community fundraising as appropriate.

All staff are expected to follow these behaviours:

- To 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.
- 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 read and adhere to the Charity policies and all relevant legislation
- To work to the Charity's vision and mission

Experience:

- Experience of working in fundraising teams (desirable)
- Experience of working with volunteers (desirable)
- Project management experience
- Raisers Edge or similar CRM system experience (desirable)
- Financial budgeting experience

Skills & knowledge:

- Strong IT skills, and proficient in using Microsoft Word, PowerPoint and Excel
- Excellent numeracy, literacy and administrative skills with close attention to detail
- 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
- An understanding of best practice around working with volunteers would be beneficial
- An understanding of digital fundraising practice would be beneficial
- To have a good understanding of Equality, Diversity and Inclusion and to actively promote this within projects and the workplace

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.