

# Job Description



<b>Job Title:</b>	Community & Events Fundraiser
<b>Employer:</b>	The Incorporated Body of Trustees of the RSPCA Halifax, Huddersfield, Bradford & District Branch
<b>Location:</b>	Working from home and Branch offices as required
<b>Hours:</b>	Hours per week 37.5
<b>Reports to:</b>	Community & Development Fundraising Manager
<b>Responsible for</b>	Fundraising and events in allocated area

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## 1. Purpose of the job

- To increase fundraising income from multiple sources using a range of fundraising methods and tactics in your allocated branch area. Reporting to the Community & Development Fundraising Manager, the Community and Events Fundraiser will be responsible for implementing the community fundraising strategy. You will be responsible for raising the profile of the organisation and attracting new loyal and regular supporters. You will shape and develop your geographical area and local community to establish tangible relationships with the RSPCA Halifax, Huddersfield, Bradford & District Branch and its work.

## 2. Principal Responsibilities

### Income Target

- To significantly grow donor led community fundraising income and ensure all fundraising activity delivers a strong return on investment.
- To meet and exceed a personal annual fundraising target and to be a proactive and positive member of the wider team in order that the charity reaches or exceeds its annual income target.
- To produce monthly reports on activities and evaluate performance against agreed targets.

### Support Groups

- Identify, recruit and develop new donors, corporate supporters, volunteers and advocates using a variety of fundraising methods.
- Develop local support groups and attend support group meetings.
- Actively encourage the recruitment of new support group members.
- Ensure guidance on safe and legal fundraising methods is provided.
- Provide support materials to aid groups and ensure correct branding is used.

### Events

- Implement events fundraising strategy in order to increase net income.
- Organise and run events as required in allocated area, booking suitable venues and locations.
- Produce individual event business plans to ensure efficiency of time and funds.
- Identify opportunities to establish new events in allocated area.

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- Organise volunteer and outsourced support for events.
- Ensure risk assessment and event management plans completed as required.

### **Networking and the Community**

- Attend regular networking events in allocated area, identify and develop warm supporters to establish and develop fundraising opportunities with local organisations.
- Directly manage key community relationships and community event partnerships with local businesses.
- Attend cheque presentations and ensure recognition and thanks to supporters, use media coverage as appropriate to maximise impact.
- Seek out opportunities to speak about the Branch in the community to develop awareness of our work.

### **Brand and Marketing**

- Design and produce all relevant marketing material, leaflets posters etc in liaison with community & development fundraising manager and branch manager. Promote fundraising by the general public “in aid” of the branch, produce and supply support materials as required.
- Support activities with structured social media plan.
- To generate content for press releases, website articles, social media and other marketing opportunities.
- Promote and raise the profile of the branch.

### **General**

- Attend and contribute to team meetings and training courses when required.
- To keep up to date with best practice in the sector and ensure all income is cultivated in line with brand and messaging guidelines.
- To promote and apply the RSPCA and Branch Health and Safety Policy.
- To undertake any other reasonable duties as may fall within the remit of the job and as requested by the Community & Development Fundraising Manager, Branch Manager or Branch Trustees.

## **3. Knowledge, skill and experience**

- Educated to A level or equivalent.
- Clear verbal and written communication skills, active listening skills.
- Must be outgoing and enthusiastic.
- Experience of working within a fundraising team.
- Experience of running indoor and outdoor events.
- Highly organised.
- Experience of working with external partners e.g. printers, venue managers etc.
- Project management – able to bring resources together to achieve goals.
- Efficient use of resources.

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## 4. Job Context

- The post holder will need to be flexible; self-motivated and organised. They will enjoy working on their own and within a team.

## 5. Additional information

- Some weekend work will be required and may include some bank holidays.
- Access to own car and driving licence essential.
- Smart appearance required.

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This job description is a statement of the job content agreed in January 2019. It should not be seen as precluding future changes.

**Job holder's signature:** .....**Date:** .....

**Line manager's signature:** .....**Date:** .....