

ACTION MEDICAL RESEARCH JOB

DESCRIPTION

Job Title:	Community & Supporter Group Fundraiser
Department:	Fundraising
Working Base:	Home based
Working hours:	35 hours per week
Reporting To:	Fundraising Manager, England

Job Purpose

To support long-standing volunteer committees in their fundraising for Action Medical Research. To build and deliver effective communications and coordinate support for their various activities.

Responsibilities

1. Manage a significant number of committees and supporter groups, effectively managing relationships with key volunteer leads, supporting and developing potential to maximise income and other benefits.
2. Provide strong customer care and effective relationship management and do this creatively at a distance with supporters across the UK.
3. Develop and implement agreed engagement plans; develop a road map and communications plan for supporters.
4. Create digital fundraising assets including photos, videos, infographics, social media posts, ads and fundraising newsletters.
5. Develop and maximise digital channels, platforms and innovations to increase income.
6. Plan face to face engagement with supporters, mainly through research gatherings.
7. Assess the potential of existing committees and propose strategies for their future management to ensure that they are maintained and motivated including online & offline supporter stewardship journeys to grow income and retain support.
8. Contribute to national development plans for legacy fundraising, generating and maintaining volunteer relationships to support the growth in legacy pledges.
9. Manage and monitor income and expenditure budgets to ensure targets are met and to produce high quality fundraising reports to highlight activity, performance and opportunities.
10. Ensure all activity is compliant with health and safety legislation, GDPR and data protection legislation, and fundraising regulation and codes of practice.
11. Undertake other duties of a compatible nature that may be required by the Director of Fundraising.

This Job Description is a statement of requirements at the time of writing. It should not be seen as precluding future changes after appointment to this role.

Person Specification

Skills

- Excellent interpersonal skills including relationship building, influencing, inspiring and negotiating with a wide range of people, using tact and diplomacy.
- Excellent oral and written communication skills to deliver information sessions, presentations and pitches to a range of audiences in a clear, inspiring and confident way.
- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently.
- Flexible, adaptable and proactively responsive to change.
- Numeracy and analytical skills.
- Problem-solving.
- Sound judgment and ability to exercise discretion when dealing with confidential information regarding Action's business and sensitive supporter/donor information.
- Excellent IT skills including use of MS Office platforms.
- Experience of using digital fundraising channels & tools including social media to increase income.
- Good understanding of digital technologies such as social media platforms, Raiser's Edge/NXT, Microsoft 365, Google Ads and engagement platforms such as Dot Digital/Mailchimp.
- Excellent administrative skills and attention to detail, with understanding of processes and protocols to protect data and uphold GDPR

Experience

- An in-depth knowledge and understanding of the principles and methods of local community based and volunteer led fundraising.
- A minimum of three years community fundraising experience.
- A proven track record of providing high level of customer care including building and maintaining relationships with volunteer supporters.
- Experience of supporting the wide and varied needs of volunteers and a clear understanding of volunteer motivations.
- Experience of presenting, speaking at events and able to motivate and inspire volunteer supporters.

Special conditions

- To be flexible with regard to working hours where requested (some evening and weekend work will be necessary).
- To work across a wide geographical area when required.
- Clean UK driving licence.