



Community and Events Fundraising Manager

Information Pack

Contact for enquiries

For an informal and confidential discussion about the role, please contact:

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JOB DESCRIPTION: COMMUNITY AND EVENTS FUNDRAISING MANAGER

Blesma – The Limbless Veterans is the national charity and membership association for limbless serving and ex-service men and women and their dependants.

We help all wounded servicemen and women who have lost limbs, the use of limbs or eyes, to rebuild their lives by providing rehabilitation activities and welfare support.

Blesma campaigns for our veteran's rights and looks after individuals and their families by offering a comprehensive grants and welfare system. Rehabilitation, support, counselling and care are the four principle foundations of our organisation. Together, we can help our men, women and their families face the challenges ahead with renewed confidence and self-belief.

The **Community and Events Fundraising Manager** role plays an important part within Blesma's dynamic Fundraising Team. The post is responsible for developing and maintaining a successful community fundraising and events programme in order to maximise income and awareness of Blesma from these donors.

Main purpose: To manage supporters across the community to maximise fundraising for, and awareness of Blesma and to achieve agreed income targets from our primary income streams – Volunteer Groups and Volunteer-Led Fundraising.

Location: Work out of Blesma Head Office – Frankland Moore House, 185-187 High Road, Chadwell Heath, Romford, RM6 6NA.

Responsible to: Associate Director of Fundraising

Salary and Benefits: £30,000 - £32,544 dependent on skills and experience

Full details of Conditions of Employment are set out in Blesma's Employment Contract, the main features of which are standard for all staff.

JOB SUMMARY

Primary Purpose

To work with the Associate Director of Fundraising to develop, manage and maintain a programme of community fundraising activities to service the needs of the charity and our supporters. The post-holder will be responsible for the day to day management of this activity and will ensure that all campaigns are within budget and are delivered to meet key performance indicators.

Main Duties

Key Responsibilities:

Relationship management

- Recruit, manage and develop supporters to achieve agreed financial targets, particularly through our acquisition and re-engagement activity for our volunteers, and individual fundraisers.
- Manage all Blesma led events including which are currently primarily challenge events
- Evaluate above events and add to the events calendar
- Provide full support for all individuals and attendees undertaking Blesma led fundraising events
- Build a beneficiary events calendar by putting forward bids and applications with relevant opportunities
- Update and maintain all records on Raisers Edge to agreed standards and timescales.
- Manage long term relationships with key supporters, and ensure that all opportunities to develop repeat fundraising are maximised.
- Identify key supporters to develop and nurture.
- Motivate, recognise, and reward supporters thus ensuring their long term support of Blesma.
- Work with regional Support Officers and other members of the Fundraising Team, in particular to line manage the Community and Events Fundraising Officer and Fundraising Relationship Executive roles, and wider staff to maximise high value supporter activity – for example events, high profile or unique activity, or especially high value activity.
- Exploit opportunities to develop corporate fundraising.
- Support delivery of the Volunteer Fundraising plan and in year operations plan.

Financial

- Take personal responsibility for achieving agreed income and expenditure targets.
- Monitor, analyse and report on income and expenditure variances to support the month end and quarterly forecasting process.
- Identify shortfalls in performance and with support from the Head of Fundraising, prepare and implement contingency plans to ensure financial targets are met.
- Adhere to all Blesma financial policies and guidelines and ensure all financial paperwork is produced to agreed deadlines.

Blesma

- Work with relevant Blesma departments to achieve targets, objectives, and strategic priorities identified in the Volunteer Fundraising Operations plan or Fundraising and Marketing strategy.
- Have a strong working knowledge of our organisation vision, purpose, and impact including relevant achievements through use of internal resources.

Additional responsibilities

- Complete interim and full year personal performance reviews and ensure that areas of opportunity are maximised, and areas of underperformance are understood and addressed. □ As a result of above, write, own, and implement your own personal development plan □ Undertake project work when requested by the Associate Director of Fundraising.
- Undertake any other reasonable duties as requested by the Associate Director of Fundraising

The Main Duties above are issued for the purpose of guidance and may be subject to variation.

Key Knowledge, Experience, Skills and Behaviours:

Essential experience and knowledge

- Proven experience of achieving/exceeding targets in the not for profit or commercial sectors.
- Experience of preparing and applying financial reports and commentary.
- Experience of working in a customer/supporter focused environment
- Experience of events planning
- Experience of working as part of a high performing team
- Experience of planning and delivery simple and successful projects.
- Experience of working unsupervised, with limited contact from your line manager.

Desirable experience and knowledge

- Understanding of sector best practice and relevant fundraising/charity legislation (data protection act, health and safety, etc.)
- An understanding of the wider funding environment and changing trends in the voluntary sector
- Experience of working in a community fundraiser role
- Experience of using databases such as Raiser's Edge
- Understanding of Blesma's vision, purpose, and achievements

Qualifications

- Relevant academic, professional qualification and/or continual professional development relevant to the role
- Membership of relevant professional bodies, e.g. Institute of Fundraising

Competencies

- Ability to motivate and influence supporters to reach fundraising targets.
- Ability to confidently ask supporters to raise money and continue their support for Blesma.
- Ability to create engaging fundraising products.
- Ability to maximise income by matching fundraising products with supporters.
- Ability to identify the best use of time and resources (own and supporters) to maximise income.
- Ability to recognise and reward people's contribution
- Excellent networking and relationship management skills
- Excellent communication skills including face to face, written and phone.
- Strong, confident presentation skills.
- Strong IT skills including knowledge of Windows, MS office, and Raisers Edge/Care Contacts/Siebel or other sector recognised databases.
- Exceptional time management and prioritisation skills

Other

- Some out of office hours working will be required as well as travel within the UK.
- Full clean driving licence

This job description covers the main tasks expected to be involved in undertaking the job and the main characteristics and qualities required of the jobholder. It is not meant to be all embracing and other tasks may be assigned to the jobholder as necessary and/or operational needs dictate.

How to apply

For an informal and confidential discussion about the role, please contact:

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Application is by way of a CV initially followed by a Supporting Statement.

Selection process and timescales:

Closing date: **10.00 a.m. 3rd December**

First Interviews: **Thursday 13th December**

Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview.

Any requests will not be taken into account in the selection process.

