

Job Title: Community, Events & Corporate Manager		
Directorate: <i>Fundraising</i>	Level: 5	CHSS Ref No. FUN09

Reports to: *Assistant Director of Fundraising*

Role Purpose:

The Community, Events and Corporate Manger will grow and maximize voluntary income within the community, engage with local supporters, groups, and corporate organisations; to cultivate and drive income generation ensuring the continual delivery of our No Life Half Lived strategy.

Key Accountabilities:

Descriptor	Performance Measure
Community, Corporate and Events Fundraising	
<ul style="list-style-type: none"> To ensure that CHSS and third-party fundraising events, partnerships, activities, and collections, are effectively planned, marketed, and supported to maximise income potential. Cultivate supporters through relationship and account management strategies - to sustain and develop fundraising across the range of fundraising products, (including advice, guidance, support, producing relevant materials and cross-promoting other giving opportunities). Research and identify opportunities for increasing support from local businesses & corporates - employee fundraising, sponsorship opportunities and charity of the year partnerships. 	<ul style="list-style-type: none"> Messaging is on brand. Regular review of external trends and developments to ensure CHSS is taking advantage of new developments. Growth in numbers of and scale of fundraising relationships/partnerships. Building strong relationships with external contacts. Manage expenditure budgets to ensure agreed ROI's are achieved for each activity executed. Key Performance Indicators achieved. Income and participation targets achieved or exceeded. Improved donor satisfaction. Life-time value is maximised.

CHSS Role Profile

Descriptor	Performance Measure
<ul style="list-style-type: none"> • Develop and deliver fundraising products with the Assistant Director of Fundraising and Communication team across all income streams - business, corporate, youth groups, adult groups, education, providing appropriate levels of support to maximise income. • Develop and deliver new CHSS Events, which achieve maximum participation and income generation. • To ensure that risk assessments are completed for all fundraising activities and events - ensuring third party fundraisers are aware of their responsibilities as either in aid of or on behalf of CHSS. • Ensure that all product/event design and promotion is in line with the needs and motivations of the target audience, effectively planned and evaluated. • Work with colleagues to ensure that centrally managed events, products, and activities are marketed and supported locally to achieve departmental targets. • Represent CHSS at local events including networking, cheque presentations and talks. • Manage the return and distribution of collecting tins and ensure that all staff and volunteers adhere to cash handling procedures. • Raise public awareness in communities by working actively 	

Descriptor	Performance Measure
<p>with existing fundraisers, volunteers and developing new opportunities and fundraising relationships.</p>	
<p>Management and Leadership</p>	
<ul style="list-style-type: none"> • On a day-to-day basis, directly manage the work of the team and project manage a series of ongoing activities, handling several tasks simultaneously. • Direct responsibility for developing, coaching, and motivating the team. • Development of excellent relationships with CHSS colleagues to support the delivery of operations across CHSS and cross-departmental understanding. 	<ul style="list-style-type: none"> • Staff are supported to deliver increases in income and improvements to processes. • Projects are delivered on time and on budget. • All staff involved have a positive experience in delivering projects. • Conduct regular support and development meetings, annual appraisals and support personal development. • Increase cross departmental knowledge of fundraising needs. • Colleague feedback.
<p>Volunteers</p>	
<ul style="list-style-type: none"> • In conjunction with the Volunteering Team, establish a volunteer-led fundraising programme (Speakers, Can Collectors, Community Connectors, Events volunteers) to recruit and engage people to fundraise in their local communities by raising awareness of CHSS and promoting appropriate fundraising opportunities. • Work collaboratively with the Volunteer Department to recruit to the roles. • Support volunteer induction and training. • Provide line-management to volunteers within the department 	<ul style="list-style-type: none"> • Policies and processes are followed. • Cross departmental KPIs. • Volunteers feel empowered and comfortable to carry out their roles. • Volunteers feel supported in their roles.

Descriptor	Performance Measure
ensuring tasks are performed timely and accurately.	
Operational Planning and Budgets	
<ul style="list-style-type: none"> • Create monthly reports detailing actual income received against budget to support accurate forecasting. • Assist in the development of robust annual fundraising plans to protect existing income and deliver incremental growth. • Develop risk analysis and contingency plans to support the delivery of the annual budget. • Take proactive and individual responsibility for agreed objectives and targets. 	<ul style="list-style-type: none"> • Budget setting and reporting • Production of appropriate budgets in line with CHSS growth targets. • Key performance indicators reported on and monitored. • Income generation targets are defined and met in all areas.
<ul style="list-style-type: none"> • To be responsible for the planning and day-to-day management of community fundraising within designated fundraising area • Contribute to the strategic planning and budgeting of the overall Community, Events and Corporate Fundraising team plan. • To work with the Assistant Director of Fundraising to identify and support the development of new community and corporate fundraising products and campaigns and aspire to create new opportunities and initiatives. • To ensure all activities are timetabled and scheduled and that key colleagues are aware of deadlines and priorities. 	

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<ul style="list-style-type: none"> • To provide reports and information about activity and supporters, etc. as necessary and upon request, ensuring that the Assistant Director of Fundraising is fully briefed on performance against plans. • To regularly review outcomes and performance against plans and to make appropriate recommendations, identify risk and take remedial action where necessary. • To work with the Assistant Director of Fundraising and the communications team to ensure appropriate collateral is available to support the full range of community and local event fundraising activities. 	
Expert Advice	
<ul style="list-style-type: none"> • Provide expert specialist advice on all aspects of Community, Events and Corporate fundraising to identify improvements in processes and performance. • Develops and maintains key stakeholder relationships internally-embedding fundraising across the organisation; externally with Corporates, third party event providers and fundraisers. • Provide support and advice to the Assistant Director of Fundraising, including contribution to the development of new ways of doing things to better meet directorate goals, taking account of the wider 	<ul style="list-style-type: none"> • Advising on key areas where necessary. • Communication and interpersonal skills to influence and persuade others. • Relationship and quality of advice delivered. • Development of recommendations for consideration at Directorate level for new initiatives and ways of working.

Descriptor	Performance Measure
<p>and longer-term consequences of their own and others' ideas, recommendations, and decisions.</p>	
<p>Database Management</p>	
<ul style="list-style-type: none"> • Ensure compliance with GDPR regulations regarding all donor records and communications. • Ensure compliance with all accounting procedures for the recording of income, current legislation and CHSS administrative procedures. • Use the Raiser's Edge database to manage all potential and realised fundraising contacts across all programmes in line with charity and data protection legislation and to ensure accurate data sharing across Fundraising Department. • To ensure that accurate and up to date records are maintained and that all data required to monitor, evaluate and analyse fundraising activities and potential is recorded on the Raisers Edge database 	<ul style="list-style-type: none"> • Robust processes developed for compliance and ethical/brand management. • Training delivered to team members. • Addressing compliance issues with the Assistant Director of Fundraising. • Advising on key areas where necessary. • Lifetime value of donors is able to be maximised through supporter journeys. • Raisers Edge is utilised to its full potential. • Our systems are working at optimal efficiency allowing the organisation to make effective decisions and maximise opportunities to increase income.
<p>Corporate Responsibility</p>	
<ul style="list-style-type: none"> • Undertake all activities in line with best practice standards and processes as set out by the Chartered Institute of Fundraising and industry regulatory bodies. • The role will have responsibility for several key areas within their remit to support CHSS's culture: <ul style="list-style-type: none"> • Health & Safety • Safeguarding • GDPR regulations 	<ul style="list-style-type: none"> • Compliance with legal and professional obligations. • The charity's reputation is maintained by meeting those obligations. • H&S Protocols are maintained.

Descriptor	Performance Measure
<ul style="list-style-type: none"> • Equality, Diversity & Inclusion • Performance Management • Risk Management • Compliance • Complaint handling <p><i>(This list is not exhaustive)</i></p>	<ul style="list-style-type: none"> • Safeguarding processes are adhered to. • No GDPR breaches. • Equality, diversity, and inclusion embedded within function. • Performance management policy and cycle implemented and managed. • Decisions made within level of authority and compliant with CHSS policies, procedures, and protocols.

Key Challenges

<ul style="list-style-type: none"> • Growth of an events portfolio within the designated area in an already saturated market. • Managing priorities between several different, but equally important income streams. • Working closely across the Fundraising team and directorate on the overlap between areas to ensure the main priority, the team’s topline target is attained or exceeded.
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Key Results / Objectives

<ul style="list-style-type: none"> • Strategic responsibility and accountability for Community, Events and Corporate activities. • Develop community and third-party fundraising, including events, products, and partnerships across region. • Ensure all fundraising activities are developed and delivered to the highest standards, that supporters receive the best possible care and are progressed through the range of giving opportunities. • Work closely with colleagues in the team and department contributing to the overall success of the Fundraising department.

Key Relationships (Internal & External)

Internal relationships - Directorates:

- Communications and Fundraising
- Finance
- Service
- Retail
- Office and Facilities
- Volunteering

External relationships

- Fundraisers and the general public
- Business & Corporates
- All aspects of Community e.g. Groups, Schools
- Third party event providers

Education & Qualification:

- Degree level qualification or equivalent in a related discipline.
- Membership of Chartered Institute of Fundraising.
- Proficient in the use of Office 365.
- Highly developed knowledge and understanding of the complexities of fundraising.
- Knowledge of fundraising databases and particularly Raisers Edge.
- Understanding and awareness of the key issues affecting fundraising and the charity sector, including knowledge of relevant regulations (GDPR, Code of Fundraising Practice)

Skills & Experience:

Skills

- Excellent interpersonal skills with the ability to influence and persuade others both internally and externally.
- An innovative attitude – willing to try new things and learn from experience.
- Excellent personal organisation and time management skills, including the ability to initiate activities, be self-motivated, and work to tight multiple deadlines.
- Self-starter, willing to work alone as well as part of a team.
- A strategic, flexible and creative thinker.
- Good attention to detail.
- Excellent communication and relationship building skills.

- Excellent written skills including ability to write, edit and appraise communications.
- Displays the highest levels of integrity, confidentiality, and commitment.
- Ability to manage challenging situations in a calm and appropriate manner.
- Current driving licence and the use of a car for work.

Experience

- Track record of successfully setting and delivering to clearly defined objectives and KPIs.
- Demonstrable experience of budgeting and forecasting income and expenditure budgets.
- Proven experience of planning, implementing, and evaluating successful community and events fundraising programmes with a track record of hitting targets.
- Knowledge of how to inspire and mobilise people, with a passion for engaging and delighting donors, in order to build up a community of fundraisers.
- Proven problem solving and decision-making skills with a track record of using good judgment to make decisions that lead to positive outcomes.
- Excellent standard of computer literacy as well as understanding of customer relationship management systems (ideally Raisers Edge).
- Proven experience of working constructively and collaboratively with internal teams.
- Calmness under pressure and an ability to manage and prioritise a varied workload whilst working to tight deadlines.
- A passion for customer experience.
- Experience of managing a complex workload, where competing demands and constant interruptions to the work pattern, require the workload to be prioritised.