

ROLE PROFILE



ROLE SUMMARY	
Role Title	Community & Events Fundraising Manager
Reports To	Head of Community & Corporate Partnerships
Team	Fundraising
Location	Cannock, Staffordshire
Salary	£35,000 - £38,000
ROLE PURPOSE	
<p>To support the Head of Community & Corporate Partnerships and team in the transformation of Community Fundraising and Events in line with the charity's strategic direction.</p> <p>This role will be responsible for national community fundraising, digital community fundraising and fundraising events including third party and DIY challenge events programmes. Your guidance will empower the team to develop and deliver multi-channel marketing plans and stewardship journeys, to drive income, collaboration and high levels of engagement around the events and community portfolio to help us achieve a step change in income.</p>	
ROLE SCOPE	
Indirect Reports	None
Key Internal Contacts	Fundraising Team Communications and Marketing Team Finance Team Retail Team People Team Volunteering Team
Key External Contacts	Supporters Newlife Families Retail Customers Suppliers

ROLE KEY ACCOUNTABILITIES

Income Generation

- Support the Head of Community & Corporate Partnerships (and Fundraising directorate) on the implementation and development of a transformative community fundraising and events strategy increasing net income as part of our 3-year strategy.
- Lead the operational management and delivery of Community Fundraising and Fundraising Events, with a focus on refining and developing fundraising and events offering.
- Collaborate on the development and implementation of a fundraising volunteer engagement strategy to recruit effective fundraising volunteers to support Community Fundraising income generation.
- Proactively identify & manage high level partnership opportunities for Newlife. As we are a small team, this is a “hands on role”. We are ambitious and we have plans to grow the team.

Leadership and Management

- Lead, motivate, support, develop, train and inspire the Community and Events teams, enabling and empowering them to evolve our Community & Events programme, ensuring targets are met to increase sustainable net income for Newlife.
- To provide input and support for other fundraising projects/initiatives (within the fundraising directorate) as required and to be a positive and proactive member of the team in order to increase the effectiveness of the organisation’s work.

Relationships and Engagement

- To collaborate closely with other teams throughout the charity to implement and embed a positive income generation culture utilising Community Fundraising and Events as the key activities.
- To lead and encourage the team to build strong relationships with all Newlife departments, to ensure effective communication and promote better understanding of our fundraising work with internal and external audiences.
- Work with volunteering team to identify and develop volunteer led fundraising support.
- Manage portfolio of donors
- Identify and maximise opportunities from a range of stakeholders including customers, families, colleagues and corporate partners.
- Engage and cultivate local & regional organisations to establish Community Partnerships.

General Responsibilities

- To support the Head of Community & Corporate Partnerships with the responsibility and accountability of all community & Events fundraised income.

- Manage and monitor annual income and expenditure budgets ensuring that all activities are delivered on time and within budget
- To take the lead and show initiative by researching and proposing new events, new products, procedures and funding propositions. Ensure key management information including Community and Event KPIs, product pipeline analysis, ROI and Innovation is monitored and conveyed to team and wider Newlife stakeholders.
- To lead on Community Fundraising and Events adherence to the various Codes of Conduct and legislation in all aspects of the role, mitigating and managing the reputational risk to Newlife of any breach. Ensure compliance with guidance from the ICO, Data Protection Registrar, Fundraising Regulator, Public Fundraising Regulatory Association, Gambling Commission and various preference services.
- Deputise for the Head of Community & Corporate Partnerships as required at Newlife meetings and events, as well as representing Newlife at external events.
- To adopt the Institute of Fundraising's Codes of Conduct in all aspects of the role

TEAM MEMBER REQUIREMENTS

<p>Knowledge & Experience</p>	<ul style="list-style-type: none"> • Strong experience in the field of Event management, Community Fundraising or Digital Fundraising • Line management experience with track record of developing individuals and leading a team • Experience of strategy development, planning and Implementation • Management of significant income and expenditure budgets. • Digital marketing knowledge and experience • Reporting and presenting to a range of audiences and stakeholders • Experience of utilizing in depth data analysis and segmentation for marketing purposes • Previous experience and knowledge of CRM systems
<p>Skills</p>	<p>SKILLS & ATTRIBUTES:</p> <ul style="list-style-type: none"> • Ability to identify and progress innovative new opportunities to recruit new supporters and steward existing supporters appropriately

	<ul style="list-style-type: none"> • Excellent interpersonal, influencing and negotiation skills with the ability to communicate effectively and passionately • Ability to develop excellent working relationships with senior management, staff and volunteers • Ability to build strong relationships working across several teams to pull together a cohesive approach and plan • Strong organisational and project planning skills and ability to meet deadlines. • Calm under pressure, empathetic to the needs of others • Personally confident and persuasive • Highly motivated and naturally positive, resilient attitude • Flexible and adaptable, capable of using initiative, tact and discretion • Highly numerate and able to commission and interpret data and insight • Empathy with the aims, values and culture of Newlife
Attributes	<ul style="list-style-type: none"> • Empathy with Newlife’s purpose and all those working to deliver it. • Can-do, enthusiastic approach. • Solution focused. • Team player. • Confident with a friendly and professional approach to work. • Commitment to inclusive working and to delivering at the highest level. • Compassion, honesty and integrity.
Other	<ul style="list-style-type: none"> • Car driver/owner as role will have a national remit. • An understanding of relevant CloF codes of practice, compliance and data protection legislation for fundraising. • A competent level of IT literacy including MS Office (Word, Excel, Outlook, PowerPoint)