



Job Description

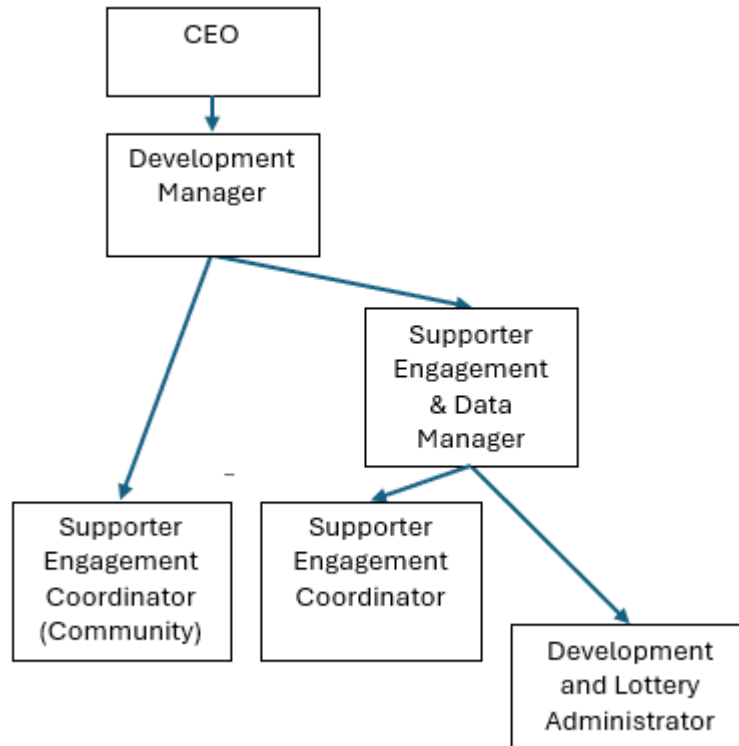
1. JOB DETAILS

Job Title	Supporter Engagement Coordinator - Community
Department	Development
Grade	Hospice Grade 4
Responsible to:	Development Manager

2. AIM

- To establish, develop and maintain sustainable relationships with supporters in the local community in order to maximise income, providing support and advice on fundraising events and activities organised by individuals, groups and corporate supporters.
- To deliver agreed targets through the delivery of successful community fundraising strategy. Community fundraising applies to businesses, individuals in the workplace, groups and associations as well as individuals in the home.
- To work towards agreed KPI's for challenge events such as the Great North Run
- To represent St Cuthbert's Hospice across County Durham to increase engagement, loyalty and support of the charity.
- To recruit and deliver school fundraising portfolio
- Through fundraising, stewardship and engagement activities, harness opportunities to encourage donors to set up regular giving agreements.

ORGANISATIONAL CHART



4. KEY RESPONSIBILITIES

Communication and relationships

- Build and maintain excellent internal communication and relationships across all internal departments and with all levels of seniority.
- Establish, build and maintain excellent relationships with our donors including individuals, groups/organisations, schools and businesses.
- Works in the community to actively recruit and motivate local supporter fundraising groups, individuals, schools and businesses ensuring that their efforts are recognised, valued and acknowledged.
- Use persuasion skills to encourage community fundraiser to take part in a programme of fundraising activities.
- Conduct talks and presentations to communicate the work of the Hospice and promote the fundraising portfolio.
- Tailor presentations to audience needs
- Identify and develop fundraising opportunities in County Durham from groups and association's
- Actively maintain and grow existing relationships with individual supporters, persuading and encouraging them to engage with the Hospice.
- Develop events that our supporters could be inspired and encouraged to run or organise themselves, or participate in existing initiatives or events.
- Attend activities and events with target audience demographic to promote campaigns for example gyms/parkrun
- Respond to enquiries from the public, volunteers, and fundraisers etc., including requests for information and material etc., attending supporter fundraising events and activities when required.
- Provide effective client account management to businesses and other partners when selected as a charity partner.
- Work in collaboration with the wider team to create promotional plans to encourage engagement with the fundraising portfolio.
- Work in collaboration with the fundraising team and HR to attract volunteers to assist in the running of community initiatives.
- Liaise with all stakeholders involved in community fundraising including committees, trustees, suppliers, land agents and the safety advisory group.
- Identify publicity opportunities and supply information for press releases and marketing information for publications such as Insight, our bi-annual newsletter.
- Work in collaboration with the retail outlets to support community fundraising activities.
- Communicate effectively and sensitively with our guests and ensure confidentiality is maintained.

Analytical and judgemental skills

- Use of database to report on a number of KPI's.
- Evaluate KPI's and act accordingly to ensure maximum income generation
- Evaluate the success of a fundraising initiative and complete a comprehensive de-brief of its success.
- Use judgement skills to analyse data and make decisions on the best option from the range available.
- Work with the Supporter Engagement and Data Manager to advise on segmentation and analyse data from the database in relation to community fundraising. Work with Communications and Marketing to promote these activities.

Planning and organisational skills

- Manage own time effectively and prioritise own workload.
- Responsible for the planning and organisation of community fundraising liaising with all suppliers, groups and third parties to ensure successful delivery.
- Under the supervision of the Development Manager, coordinate the efficient and effective administration related to the implementation of the community fundraising portfolio.
- Plan and organise a number of community fundraising initiatives, some of which may be complex.
- To develop and coordinate plans to increase supporter engagement and to support donor retention, Deliver effective donor journeys through excellent stewardship to ensure the sustainability of income sources.
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- Monitor and review key performance indicators at set intervals relating to individual giving activities throughout the year and adjust working practises accordingly to ensure targets are met.
- Work with the Supporter Engagement and Data Manager to ensure that Donorflex is co-ordinated with the requirements of community giving.
- To follow a standardised set of procedures for inputting data onto the database.

Physical skills

- The physical skills required to undertake this role are minimal however the use of a computer and standard keyboard skills are a requirement of the role.

Patient/Client Care

- Incidental contact with our guests or their relatives may be required to provide non clinical information about fundraising or to receive a donation.
- The post holder should be able to communicate effectively and sensitively with our guests and ensure confidentiality is maintained.

Policy and Service Development

- Contributes to the development of procedures in relation to own area of work
- Supports development of and implements delivery of in community giving plans.
- Recommendations should be made to the Development Manager regards to service improvements. This might include for example new marketing techniques or opportunities or the development of our database processes and procedures.
- The post holder should comply with hospice policies and procedures at all times.

Financial and Physical Resources

- Responsible for handling donations (all payment types) as and when required in line with
- St Cuthbert's Hospice policy.
- Contribute to the drawing up of financial budgets.
- Monitoring the financial spend of agreed areas of responsibility, working within predetermined budgetary restrictions.
- Raise purchase orders as requested to be signed by the budget holder.
- Responsible for maintaining stock control and security of stock
- Responsible for the purchase of items from a delegated budget relating to their area ensuring compliance with the hospice purchasing policy.
- Deliver on key performance indicators set within their area of responsibility.
- Responsible for obtaining quotes and coordinating the ordering process for purchasing merchandise and other fundraising supplies to aid the successful running of campaigns.
- Secure raffle and tombola prizes.

- Record and follow up on pledges made by supporters.
- Exercise personal duty of care when using equipment such as computers and printers.
- Report as necessary any faults re: equipment or office accommodation and ensure the safety and security of the building is met

Human Resources

- Instruct new or less experienced employees or volunteers in their own work area.
- Required to attend mandatory training courses.
- Responsible for supervision and coordination of volunteers within the development team including delegating tasks and managing their time
- Be the point of contact for the coordination of community and counter box volunteers

Information Resources

- Maintain accurate and up to date records of fundraising activities on Donorflex (the fundraising database).
- There is a regular requirement to produce reports and analyse data. Under the direction of the Supporter Engagement and Data undertake work to assist with the development of Donorflex.
- Working in collaboration with the Communications and Marketing team to maintain the content of our website, social media pages in relation to community.

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Research and Development

- Research and understand the motivation behind the financial contributions of our donors to inform fundraising activities.
- Stay abreast of the latest fundraising techniques and implement where necessary.
- Research community fundraising initiatives, techniques and trends in the charity sector, through relevant publications, websites, conferences and networking, and make recommendations to the Development Manager.
- Contribute to the overall effectiveness of the Development Team through team meetings and supporting other team members in elements of their work.
- Continually look for ways to improve the quality of the service one provides to Hospice supporters.

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Freedom to Act

- Work flexibly on their own initiative guided by defined policies and procedures.
- Work will be overseen by the Development Manager and initiative should be used to refer to line manager when necessary.
- Takes responsibility for their own area of work with outcomes being regularly assessed.
- Work is managed rather than supervised with results assessed at agreed intervals.
- Having a flexible approach and the ability to work with other team members and volunteers.

EFFORT & ENVIRONMENT

Physical

- Occasional requirement to assemble stands and promotional displays using moderate physical effort.

Mental

- Attention to detail is a vital part of the job role.
- There is an occasional requirement for concentration where the work pattern is predictable

Emotional

- Exposure to distressing or emotional working conditions is rare; however this may occur when spending time with a donor, guest or relative. Should the occasion arise support and advice will be offered.

Working Conditions

- Exposure to unpleasant working conditions is rare.

Data Protection and Confidentiality

- All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the Data Protection Act 2018 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.
- All employees have a responsibility to use electronic systems in a way that preserves the

dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures

Health and Safety

- The Hospice will take all reasonably practical steps to ensure the health, safety and welfare of its employees while at work. Employees will familiarise themselves with the Health and Safety Policy and procedure as well as the fire procedures and ensure a safe working environment for self and others in line with these.

Safeguarding

- All employees should make themselves aware of the policies and procedures of safeguarding, take personal responsibility as far as is reasonably practicable, to safeguard children and vulnerable adults, complete statutory and mandatory training and take appropriate action as set out in the Hospice's policies and procedures.

Infection Control

All employees have a responsibility to ensure the risk of infection to themselves, colleagues, patients, relatives and visitors is minimised by:

- Attending mandatory training and role specific infection prevention education and training
 - Challenging poor infection prevention and control practices
- Ensuring their own compliance with Hospice Infection Prevention and Control policies and procedure.

Equal Opportunities

- The Hospice welcomes all persons without regard to race, religion or belief, age, gender re-assignment, sex, sexual orientation, pregnancy or maternity, marriage or civil partnership, physical or mental disability. The Hospice aims to provide services in a manner that enables all members of the community to access them.

Employees must behave in a non-judgemental manner that respects the differing needs and cultures of others.

Note: This job description is not intended to be an exhaustive list of duties and responsibilities of the post and the post holder may be requested to carry out duties appropriate to the grade of the post.

The post may change over time to meet organisational/personal requirements, and this job description may be changed after consultation with the post holder

Some Flexibility in the hours worked will be essential at times to meet demands placed on our service.

JOB DESCRIPTION AGREEMENT

Signature of Post holder:

Date:

Signature of Manager:

Date: