

Role Description and Person Specification

Fundraising Officer – Community

Salary £20,000 - £25,000 (pay band B)

Reporting to the Fundraising Manager – Community

37.5 hours per week

Based at Charity Headquarters Newquay

Key relationships internal

- Fundraisers
- Comms and Marketing team
- Volunteering Manager
- Volunteers
- Charity Shops Managers
- Aircrew team

Key relationships external

- General public (supporters)
- Schools and young people
- Community Groups
- Local Authority
- Competitor charities
- IOF

Cornwall Air Ambulance has been flying for 30 years, attending to over 27,000 adults and children in need of urgent medical attention. Our highly-trained aircrew are on average on scene within 12 minutes on a 999 call being made and fly patients to specialist departments in various hospitals including Treliske, Derriford and the Bristol Royal Infirmary. Although we are an essential part of the emergency services, we do not receive any central government support and rely on fundraising and donations from individuals, community groups and businesses to keep us flying.

As we enter a new exciting phase in the charity's development we have an opportunity for an enthusiastic and motivated team player to join our fundraising team at our air base in Newquay. The Fundraising Officer - Community will have a fantastic opportunity to apply their experience through the most important campaign in the history of the charity so far and help build sustainable fundraising for the future. As part of a team, the post holder will enjoy a high degree of autonomy, but will also be a part of a fundraising team in a supportive culture, where everyone is Proud to be Cornwall Air Ambulance.

The role is a very varied one and we are looking for someone willing and able to multi task and complete a wide range of tasks. You will need to be hard working and motivated, ideally with a proven track record of fundraising in the community.

Principle Accountabilities of the Role

Fundraising within the Community

1. Work with the Fundraising Manager – Community and the wider team to devise, develop and implement budgets and marketing plans for community fundraising activities.

2. Achieve targets and grow income ensuring that expenditure is kept within budget.
3. Research, develop and implement an annual programme of community fundraising activities that engages individuals and community groups including leading on delivery of an annual draw.
4. Make charity of the year applications for community groups and manage the relationships with them.
5. Respond to enquiries from community groups and individuals (by phone, mail and in person) including responding to requests for information and materials etc.
6. Develop relationships with community groups and coordinate events/activities for community groups and encourage support.
7. Act as an ambassador for Cornwall Air Ambulance, giving talks and presentations to community groups and schools and attending third party supporter events when required.
8. Keep accurate records of fundraising activities, evaluate performance and make recommendations for future activities
9. Work with colleagues across the organisation to ensure that any potential leads for other aspects of income generation are shared and that a co-ordinated approach is maintained.

Community Volunteer Engagement

1. Work with the Volunteer Manager to identify volunteering roles/activities to support community fundraising activities and support the recruitment of volunteers.
2. Develop, train and support fundraising volunteers including speaker team, cheque collectors, event volunteers and volunteer groups.
3. Ensure a presence of volunteers at third party events and activities that we are asked to attend.
4. Ensure day to day communications with volunteers to keep them up to date with information/training, acknowledgment and thanking them for their support.
5. Ensure that accurate and up to date volunteer records are maintained and accessible on the database.

Marketing

1. Work closely with the PR and Marketing team to maximise PR opportunities around all community fundraising activities.
2. Work closely with the PR and Marketing team to develop and implement fundraising packs and support materials.
3. Ensure all materials and equipment are maintained and represent the corporate brand at all times.
4. Ensure that all marketing is tracked and analysed to improve effectiveness – and where possible, recorded in the charity CRM database (working with the Fundraising Administrator)

Supporter Care

1. Develop and implement an inspiring programme of supporter communications including updates, key documents and materials for engagement, stewardship and donor recognition.
2. Ensure supporters are communicated with in a timely and accurate fashion.
3. Provide exceptional levels of customer care to ensure that relationships with community groups and individuals are maintained and developed.
4. Provide best practice advice and information on fundraising to new and existing supporters, informing supporters of relevant charity legislation and obligations regarding risk management.
5. Ensure that accurate and up to date supporter records are maintained and accessible on the database.

Other

1. Act as an ambassador for CAAT at all times
2. Understand and comply with all relevant charity legislation, data protection and Cornwall Air Ambulance Trust policies and procedures
3. Keep abreast of the events market, trends and best practises and use best practice and experience to update or implement processes as required
4. Attend fundraising events, networking and activities outside of normal working hours including weekends and Bank Holidays as required.
5. Adhering to and promoting the charity's 'Being Proud to be Cornwall Air Ambulance Trust' behavioural standards.
6. To undertake any other duties as shall be deemed appropriate by the SMT.

Person Specification

Essential

Strong organisational, planning and prioritising skills
Experience of working in a team
Experience of working closely with volunteers
Experience of public speaking
Able to work flexibly with some evening/weekend work (advance notice will be given)
Enthusiasm and passion for CAAT's work
Ability to demonstrate recent and relevant experience of successful fundraising
Experience of meeting and exceeding challenging financial targets
Ability to motivate others and build strong working relationships with a wide range of people
Experience of organising fundraising events
Experience of working with volunteers
Ability to confidently work as part of a team or individually
Ability to self-start and prioritise workload
Educated to A level or equivalent
Excellent written and verbal communication skills.
Initiative, confidence, drive and flexibility to deal with unexpected situations or last-minute changes in a dynamic organisation.
Enthusiastic, imaginative, energetic and creative with a 'can do' attitude
Excellent organisation and time management skills
Accuracy and attention to detail
IT, MS Office, Outlook, Internet and CRM database software
Hold a full driving licence

Desirable

Knowledge of website and social media platforms
Working knowledge of Donor Strategy CRM
IOF Certificate in Fundraising

How to apply

Complete the application form, carefully setting out how your qualifications, experience and knowledge matches the principal accountabilities of the role and the person specification.

Send with your CV and a covering letter to:

Jackie.davis@cornwallairambulancetrust.org

Jackie Davis
Cornwall Air Ambulance Trust
Trevithick Downs
Newquay
Cornwall
TR8 4DY

The closing date for applications is Monday 21st January 2019.

Interviews will be held on 5th February 2019.