**Job Description**

**Post:** *Community Fundraising Officer*

**Hours per week:** 34 (full time) normally worked over 4 days - see the Information for Candidates for further important detail on Beat’s working hours.

**Salary:** £24,947 (Band 2b)

**Contract:** Permanent

**Location:** Norwich with considerable flexibility to work from home - see the Information for Candidates for further important information about Beat’s offices.

**Our Values**

At Beat, we share the vision of an end to the pain and suffering caused by eating disorders. We are inspired by the people we serve, by the difference we can make, and by our commitment to each other.

To make our vision a reality, we need to be bold. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return – being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming a reality.

Central to our success is our commitment to building and maintaining supportive and mutually empowering relationships with our colleagues, supporters and beneficiaries. In turn, these relationships provide us with unique experience and learning, which we use to speak with both compassion and authority about the realities of eating disorders.

We also believe that people performing at their best are happier in their work and that happy people perform at their best. So we create and protect a trusting and collaborative environment where people can experiment, learn and flourish.

We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not.

When we get this right, we will achieve brilliant results together, making Beat a truly inspiring and enjoyable place to work.

**Purpose of the post**

To maximise income from Community Fundraising by engaging and stewarding volunteer fundraisers, groups, and workplaces in a variety of fundraising activities to raise as much as money as possible.

# Relationships

The Community Fundraising Officer reports to Community Fundraising Manager, within a 25 strong Marketing & Income Generation Directorate. They work closely with three other Community Fundraising Officers, and office volunteer. They work closely with colleagues across Beat, but particularly the Marketing and Communications team to develop successful supporter recruitment campaigns. They also work with Beat’s Media team to gain press coverage of supporter’s fundraising activities and achievements. The post-holder also works closely with the Fundraising Assistant and Administrators to ensure the smooth coordination of fundraising enquiries and sign-up processes.

# Key Responsibilities

1. Manage relationships with volunteer fundraisers, providing high quality support and stewardship to increase participant numbers and maximise amounts raised.
2. Co-develop and deliver Beat’s portfolio of volunteer fundraising activities including the project management of specific activities, the development of bespoke Beat events and the managing of relationships with external event providers.
3. Develop excellent supporter journeys, fundraising resources, and stewardship communications to maximise supporter numbers, retention and engagement.
4. Develop multi-channel marketing communications, initiatives and content and fundraising resources with the fundraising and marketing and communication teams to promote specific fundraising activities as well as “do it yourself fundraising”.
5. Use Beat’s CRM systems to accurately capture fundraiser information and key data contributing to the development and implementation of fundraising processes.
6. Monitor and report on return on investment and key performance indicators of income generation in line with projections.
7. Follow sector best practice including abiding by Beat’s policies regarding Data Protection, Vulnerable Supporters, Ethical Fundraising and Safeguarding. Always abide by charity and data protection laws, providing advice to volunteer fundraisers when necessary.
8. Contribute to the development of fundraising strategy and budgeting.
9. Represent Beat at relevant fundraising events as appropriate.
10. Communicate proactively and effectively with team members to pass on all relevant leads, deliver excellent supporter care and to maximise fundraising opportunities.
11. Identify own personal learning and development needs and seek opportunities to address them.
12. Other responsibilities relevant to the purpose of the role as required by the line manager.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

**Person Specification –** Community Fundraising Officer

*Candidates should take each of the points below and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.*

## Relevant Experience

* Experience of delivering excellent supporter or customer care resulting in income generation.
* Experience of building, managing, and developing productive relationships with people and stakeholders at all levels.

## Personal Competencies

* Strong interpersonal skills, able to quickly develop warm, productive relationships. Able to understand and relate to people from a wide range of backgrounds, and to handle difficult conversations with supporters in a calm, sensitive manner.
* Excellent written and oral communication skills with the ability to enthuse and inspire others.
* Strong project management skills including the ability to multi-task a variety of responsibilities and manage a busy workload.
* Ability to operate in a highly cohesive, high performing team based on the principles of trust, mutual respect, and empowerment.

## Specific Knowledge

* Strong IT skills including good working knowledge of Microsoft Outlook, Word, and Excel. Experience of using customer relationship management (CRM) databases such as Raiser’s Edge would be ideal.
* Knowledge, or demonstrable ability to gain understanding, of mental health issues.