**Cam Sight**

**Community Fundraiser**

**Job Description**

**Post:** Community Fundraiser

**Hours:**  Full Time, 37 hours per week

**Responsible to:** Fundraising Manager

**Location:** Blended (home, office and mobile)

**Objectives of the role:**

* Contribute to the Fundraising team’s financial targets by generating income from a range of community fundraising sources.
* Deliver a programme of promotional and fundraising events.
* Work with the Marketing and Communications team to develop the profile of all Community Fundraising activities.
* Work with the Fundraising team and other departments to identify opportunities to promote and cross sell community fundraising activity.
* Monitor trends in community fundraising and report them to the Fundraising Manager.
* Store and record data relating to donors, supporters, activities, events and clients in line with the GDPR, and Cam Sight’s own policies.

**Specific tasks:**

**Income Generation**

* Develop and deliver a range of community fundraising products, looking for longer term marketable activities.
* Initiate, build and manage relationships with agreed community supporters to maximise and sustain income, providing the highest standards of donor stewardship throughout.
* Research, approach and source new support from community groups (including schools, faith groups, clubs, pubs, groups and individuals), and develop and deliver compelling fundraising activities for these groups to participate in.
* Build, manage and develop relationships with local businesses to maximise income and in-kind donations.
* Plan, promote and manage online fundraising campaigns.
* Manage the placement, maintenance and income from collection boxes according to UK legislation and Cam Sight’s policy.
* Co-ordinate and promote the Unity Lottery.

**Fundraising Events**

* Plan and deliver a timetable of exciting fundraising and promotional events throughout Cambridgeshire, to raise awareness of Cam Sight, recruit new supporters and generate donations.
* Co-ordinate with the Mobile Services Lead to plan joint events.
* Work with the Volunteer Co-ordinator to source volunteer support at events.
* Improve attendance by advertising events appropriately in advance.
* Complete risk assessments for each event prior to the date, taking into account covid and other relevant factors.
* Provide the Marketing and Communications team with appropriate publicity material both before and after each event.

**Supporter Management**

* Working with the Volunteer Co-ordinator, support, encourage and nurture volunteers supporting the fundraising team.
* Build, manage and develop relationships with the Friends of Cam Sight, to maximise and sustain income. Recruit new members to existing Friends groups and develop new Friends groups. Co-ordinate Friends’ events, generating maximum publicity and awareness to reach agreed income targets.
* Recruit, support and manage Cam Sight Champions to assist with door to door, bucket and tin collections and support at fundraising events.

**Other**

* Produce a monthly fundraising newsletter and encourage sign-ups to the mailing list in order to increase reach.
* Talk competently and confidently to potential donors about the full range of opportunities to donate, including one-off donation, regular committed giving and legacy support.
* Work with the Fundraising Manager to ensure that appropriate case studies demonstrating the impact of Cam Sight’s work are collected.
* Work with the Marketing and Communications team to develop appropriate content in order to increase our reach on social media.
* Contribute to regular “thought exercises” with the Fundraising Team and other relevant stakeholders to explore new possibilities and themes for income generation.
* Work with the Fundraising Manager to plan and deliver supporter and donor celebration events.

**Cam Sight responsibilities**

* Carry out additional tasks in agreement with the Chief Executive in furtherance of Cam Sight’s objectives and abide by Cam Sight’s policies and procedures.

**Key competencies:**

Proven track record of income generation from Community Fundraising.

Project management and event planning.

Experience of forming successful relationships with a variety of stakeholders.

Understanding of blindness and low vision or a willingness to learn.

Public speaking.

Social media skills.

**Person specification:**

Professional.

Organised.

Ability to work independently.

Confident and energetic.

Flexible – as some evening and weekend working will be necessary.

Excellent communication skills both written and spoken.

Good IT skills.