

## Job Description

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| <b>Job Title</b>     | <b>Community Fundraiser</b>                                                                                                               |
| <b>Salary Range</b>  | Up to £32k                                                                                                                                |
| <b>Location</b>      | Hybrid <ul style="list-style-type: none"> <li>• 2 days on site at St Luke's Hospice</li> <li>• Remaining time working flexibly</li> </ul> |
| <b>Reporting to:</b> | Community and Events Manager                                                                                                              |

### Job Purpose

The Community Fundraiser is responsible for the development and delivery of St Luke's community fundraising products and campaigns, ensuring strong supporter engagement and sustainable income.

The post holder will lead on mass and portfolio-based community activity, including ownership of the In Memory fundraising programme, delivering sensitive, supporter-focused products and journeys for audiences with a close personal connection to the Hospice. Working collaboratively across the Community and Events team and the wider Fundraising department, the role will ensure community products are well planned, insight-led and aligned with organisational priorities.

### Main duties and responsibilities

#### Community Fundraising Products and Campaigns

- Lead the planning, delivery and evaluation of Hospice-owned community fundraising campaigns and products.
- Develop and improve the community fundraising product portfolio, identifying opportunities for growth and innovation.
- Lead the delivery of the In Memory fundraising programme, including appeals, products and supporter journeys.
- Ensure community fundraising activity is planned in line with agreed timelines, budgets and income targets.

#### Supporter Engagement and Stewardship

- Ensure appropriate, sensitive and consistent stewardship journeys are in place for Community and In Memory supporters.
- Work with Supporter Care and Communications colleagues to ensure a positive supporter experience across all touchpoints.
- Identify opportunities to strengthen supporter engagement and long-term commitment through effective stewardship and communications.

### Data, Insight and Performance

- Monitor income, activity and expenditure across the community fundraising portfolio.
- Use insight and analysis to inform planning, decision-making and continuous improvement.
- Contribute to forecasting, reporting and evaluation as required.
- Ensure supporter data, interactions and communications are accurately recorded and maintained within the CRM to support effective stewardship, reporting and decision-making.

#### **Internal Collaboration and Working**

- Work closely with the Community Fundraiser (Relationships) to ensure effective movement of supporters between mass activity and 1:1 stewardship where appropriate.
- Collaborate with colleagues across Fundraising, Communications, Supporter Care and Volunteering to support integrated planning and delivery.
- Act as Campaign Lead for designated activity within the community portfolio.
- Contribute to the long-term value of supporters by identifying and sharing appropriate opportunities across fundraising activities, working collaboratively with colleagues to support integrated supporter engagement.
- Actively support a 'one team' culture across Fundraising, working in partnership to maximise supporter experience and organisational impact.

#### **Compliance and Best Practice**

- Ensure all activity complies with relevant fundraising regulation, GDPR, data protection and internal policies.
- Maintain up-to-date knowledge of sector trends and best practice in Community and In Memory fundraising.

#### **EQUAL OPPORTUNITIES**

Comply with and promote St. Luke's Hospice Equal Opportunity Policy and avoid any behavior which discriminates against colleagues, potential employees, patients/clients or their families on the grounds of sex, marital status, race, age, belief, color, nationality, ethnic or national origins, religion, disability, creed, class, gender or sexual orientation.

#### **MISSION & CORE VALUES**

All Hospice staff are expected to work in line with St Luke's Mission & Core Values as these precepts act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviors and attitudes of all employees as the work they undertake, whether it is direct or indirect care is ultimately for the benefit of patients. The Mission and Core Values are an integral part of all job descriptions, the probationary period and performance and development reviews.

#### **OTHER**

St Luke's Hospice is committed to Equal Opportunities for all present and potential members of staff and patients. Therefore, St Luke's Hospice expects all employees and volunteers to understand, support, and apply this policy through their working practices which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.

This job specification may be modified in the light of development and changing circumstances, according to the needs of the service, and in consultation with the post holder. The post holder should be prepared to undertake any further duties that arise as the post develops.

## **Person Specification**

### **Knowledge**

- Understanding of community fundraising and supporter-led income generation. (Essential)
- Understanding of sensitive supporter stewardship, including In Memory fundraising. (Essential)
- Understanding of direct marketing (Desirable)
- Knowledge of fundraising regulation and data protection requirements. (Essential)

### **Skills**

- Strong project management and organisational skills. (Essential)
- Excellent written and verbal communication skills. (Essential)
- Ability to analyse income and activity data to inform decision-making. (Essential)

### **Experience**

- Experience delivering community fundraising campaigns or products. (Essential)
- Experience of stewarding supporters and managing fundraising journeys. (Essential)
- Experience of direct marketing or working collaboratively with marketing teams (Desirable)
- Experience of working collaboratively across teams and with external suppliers. (Essential)
- Experience of using a CRM system to record and analyse supporter data. (Essential)

### **Additional requirements**

- Ability to attend events or meetings within our catchment area – some of which may be at unsociable hours, we have a TOIL policy to ensure our team can balance this.