

Community & Events Fundraising Manager, Home Based

Kidney Research UK

Charity Description

Kidney Research UK is a charity working to cure kidney disease. It is still out there, a silent killer, blighting the lives of more than two million patients, with a further million undiagnosed. We are the largest charitable funder supporting renal research in the UK today. For decades the research we enable has been saving lives, but people continue to suffer, and we want to do so much more to help...

Through targeted research, the collation and sharing of health information and strategic planning we have been shaping and facilitating advances in renal research since 1961, collaborating with other charities and funders to deliver life-changing care to all those affected.

With the incidences of obesity, heart disease and high blood pressure (all triggers for kidney disease) on the increase due to our changing life-styles, our work is more essential than ever, and we need good, passionate and caring people to help get us to a cure – faster.

Team Summary

The Community & Events team is responsible for securing income by delivering a national portfolio of activity. Maximising the long-term development of all new and existing supporters and growing community activity, events, securing short- and long-term strategic corporate partnerships. These relationship fundraising roles are home based covering the defined area's in the North or South of the UK to be finalised with the successful candidate. As part of the Community and Community and Events team you will also be work closely with Philanthropy and Partnerships colleagues, building strong relationships with our major individual supporters, grants and trusts and the renal research and patient groups in your area.

Our Team Purpose:

Surprise and delight supporters. Building relationships with our existing and stewarding new to create a network of lifetime supporters. #TEAMKIDNEY will raise awareness and engaging in all aspects of Kidney Research UK's work, supporting and enabling us all to generate more income year on year.

If you have an entrepreneurial spirit are a great relationship builder and what to be part of something bigger than yourself, we look forward to hearing from you and the difference you would make in the North or South!

JOB DESCRIPTION

Job Title:	Community & Events Fundraising Manager.
Department:	Community & Events
Reporting to:	Head of Community & Events
Location:	Home-based North or South UK
Grade:	4
Hours:	Full Time – 37.5 hrs per week

Role Description Summary

- Responsible for growing Community & Events Fundraising net income budgets generating and stewarding a minimum of £500,000 per annum in your agreed geographical area.
- Building strong and lasting relationships with supporters, delivering excellent customer care and developing supporters to maximise their potential across all income streams, representing us as part of the Scottish #TEAMKIDNEY network.
- Ensuring that the Charity is able to capitalise on opportunities across the North and South; creating pipelines to develop new for corporate partnerships and identification of major gifts and trust prospects.
- Delivering a portfolio of off the shelf events, challenges and activities to engage our networks and wider supporters in fundraising activity.

Key Accountabilities: These include but are not limited to:

Strategy & Budget

1. Responsible for meeting the growing Community & Events Fundraising net income targets in your area and the overall department.
2. Contributing to and effectively implementing Community and Events Fundraising Strategy and Operational Plans.
3. Contributing to and providing local and regional knowledge into the Relationship Fundraising strategy and operational plans.

Supporter stewardship

1. Responsible for excellent stewardship for mid to high value community supporters developing personalised supporter development plans and delivering these via telephone, email and face to face meetings.
2. Recruiting and leading #TEAMKIDNEY community fundraising volunteers.
3. Delivering engaging presentations and talks about Kidney Research UK, inspiring people to get involved with the organisation in both financial and non-financial ways.

Developing partnerships

1. Identify local, regional and national opportunities to secure income and support from corporates and membership associations and groups (Lions, Rotary, Round Table, golf clubs etc.).
2. Supporting and planning delivery of key networking events and opportunities for prospective new corporate partners, high-net-worth supporters and grant making trusts and foundations.

Cross Organisational Working

1. Responsible for spotting opportunities for other fundraising teams and the wider organisation.
2. Contribute to cross organisational project and initiatives as required.
3. Be the designated lead for the North or South Community & Events Fundraising activity such as In Aid of, Celebration Fundraising, In Memory Fundraising, own and third party events, Philanthropy and Partnerships.

Ambassadorial Role

1. To represent the Charity at community and other events as required.
2. To act as an effective brand ambassador.
3. Proactively network with other charity representatives to learn and share best practice.
4. To keep up to date with external developments in the sector, identifying innovative opportunities and advise on new and appropriate approaches for the charity.

Other Duties

1. Working with other teams across the organisation to proactively interact with and promote good examples of Community and Events Fundraising.
2. To produce reports and plans as required to deliver your role and with direction from your line manager.
3. Data management – ensuring data is effectively captured on Raisers Edge and stored in line with Data Protection Policies.
4. Ensure all activity is delivered in line with Kidney Research UK policies and procedures and external regulation / legislation including the Fundraising Regulator's Code of Practice.
5. To undertake any other activity reasonably requested by the Community Fundraising Manager / Head of Community and Events Fundraising / Head of Relationship Fundraising.

The above list of responsibilities is not exhaustive, and the post-holder may be required to carry out such other duties as required from time to time which are broadly consistent with the status of the post within the organisation.

Measures of Performance:

- The delivery of agreed objectives; prioritising income and lead generation, stewarding life time supporter relationships and activity to grow the areas income incrementally year on year.
- Ability to represent the charity and cause at all levels and where appropriate, assist in making the case for support.
- Exposure and press public relations in the area.
- Accuracy of all data and information on Raisers Edge to deliver long-term profitable relationships with individuals and organisations.
- Attendance and outputs from meetings and events.
- Ability to manage diaries and meetings.
- Effective liaison with internal departments and external agencies as required.
- Effective management of operational admin of department in line with standard charity procedures.

Person Specification:

We are looking for a dynamic, passionate and entrepreneurial individual to create new networks of support across Scotland.

Attributes	Essential	Desirable
Knowledge/Qualifications	Excellent account management skills: able to demonstrate how you've added value to fundraising relationships (with individuals, groups or corporate partners).	Demonstrate experience of using databases as a tool for delivering excellent supporter engagement.
Experience	<p>At least one year of working in a relationship fundraising role or equivalent across a diverse geographically dispersed area.</p> <p>Managing volunteers.</p> <p>Demonstrate experience of securing new business and implementing plans to maximise fundraising and (employee) engagement.</p>	<p>Experience of home based or flexible working covering a geographically diverse area.</p> <p>Good standard of IT literacy including Word and Excel programmes.</p> <p>Experience of fundraising innovation / fundraising product development.</p> <p>Experience of marketing and communications within fundraising.</p> <p>Experience in effectively evaluating activities and programmes of work.</p>
Skills and Abilities	<p>Passion for developing relationships with supporters, enabling them to achieve and raise more than they thought was possible.</p> <p>Drive, enthusiasm and determination to deliver targets and be able to deal positively with setbacks, identify and implement solutions to difficulties.</p> <p>Ability to identify opportunities</p>	

	<p>for business and personal improvement to drive efficiency and effectiveness.</p> <p>Ability to work autonomously as well as part of a team.</p> <p>Willingness to travel throughout the UK, full driving license with access to car, working evenings and weekends as required (TOIL is available in line with our policy).</p> <p>Willing to uphold the values of Kidney Research UK and demonstrate them in everyday work.</p> <p>Ability to work within all Kidney Research UK policies and procedures.</p>	
Personal Attributes/Qualities	<p>Confident interpersonal skills and an ability to deliver engaging, persuasive proposals.</p> <p>Excellent verbal and written communication skills (including presentations).</p>	

Competency Profile:

(Please refer to definitions on Public Folders (internally) or the Kidney Research UK website).

	Competent	Skilled	Advanced	Expert
Personal Effectiveness			✓	
Planning and Decision Making		✓		
Communications and Influencing			✓	
Building and Maintaining Relationships			✓	
Developing Yourself and Others		✓		
Innovation		✓		
Specialist Knowledge			✓	

Thank you for your interest in this vacancy. We look forward to receiving your application.