



COMMUNITY FUNDRAISING MANAGER

This is a full time role reporting to the Director of Fundraising & Marketing, based in The Royal Marines Charity (TRMC) office at HMS Excellent, Portsmouth. The role holder will lead in all aspects of community fundraising development, delivery and management, a supporter facing role that requires excellent interpersonal skills, a customer-focussed approach, and projection of a highly professional image to inspire community volunteers and individual fundraisers.

The role holder will be diplomatic and approachable with a strong ability to communicate verbally and in writing. They will be a confident self-starter able to adapt to a changing environment as the Charity grows and merges with the Royal Marines Association (RMA).

They will require problem solving skills and excellent judgement combined with a meticulous, accurate and disciplined approach to work, plus good organisational and programme development skills, being able to prioritise a varied and busy workload, keeping track of work and delivering to deadlines. The role holder should be willing to attend events and meetings outside of normal working hours and travel within and outside the UK in pursuit of their duties.

This position will line managing the Community Fundraising Co-ordinator and have responsibility to advise all charity staff in the correct use of the Customer Relationship Management (CRM) database, with particular reference to GDPR compliance.

Principal responsibilities:

- Develop, manage and co-ordinate the community fundraising programme and provide appropriate support to volunteers, individual fundraisers and events, including challenge event activity.
- Inspire current and potential fundraisers through the supporter and donor journeys to maximise income generation.
- Inspire the members of the serving Corps, particularly within Royal Marines Sport, RMA, cadet and WAG communities to generate support for the charity.
- Prepare appropriate materials to support community fundraisers deliver successful events and/or campaigns.
- Ensure fundraising supporters have all the relevant materials and equipment needed for their event, including appropriate legal advice and insurance.
- Ensure that community activity is communicated throughout TRMC and passed for timely distribution across all media channels and PR opportunities.
- Gather case studies from fundraisers and volunteers for use in marketing and publicity, ensuring that permissions and release forms are completed.
- Oversee the control and distribution of the charity's fundraising and marketing assets and materials through the Community Fundraising Co-ordinator.
- Advise all staff and volunteers on the current use of the CRM database and GDPR rules.
- Optimise Gift Aid opportunities across all community fundraising.

- Integrate the charity's community fundraising plans and activities within the RNRMC Group, and with other linked charities, providing advice where appropriate.
- Review and recommend community fundraising initiatives to the Director, to include: return on investment, use of resources including suppliers, venues and logistics; exploitation of sponsorship opportunities, integration of marketing and materials to TRMC marketing strategy.
- Health and safety, insurance and contractual requirements.
- Conduct a post initiative evaluation on all community activities.
- Produce and distribute thank you letters for community fundraising revenues between £10-£5k.
- Line management of the Community Fundraising Co-ordinator.
- Collaborate with other TRMC staff, and provide support to the wider team during busy periods.
- Attend and support charity events as required.

Skills & Experience

- Excellent interpersonal skills and customer focus.
- High degree of knowledge and experience designing and coordinating fundraising activities within the charity sector, ideally community fundraising and challenge events.
- Excellent verbal and written communications skills.
- Experience of a similar role where there was a requirement to prioritise work flow and meet deadlines without close supervision.
- Excellent MS Word and Excel skills.
- Experience of database management.
- Excellent phone, email and face-to-face communication.

Qualities

- Honesty, integrity and sound judgement.
- Able to analyse information and make objective recommendations.
- Attention to detail and the ability to drive issues to successful conclusions.
- Organised, with the ability to prioritise and fulfil numerous tasks.
- Able to work on own initiative.
- Effective negotiating and influencing skills.
- Ability to develop, motivate and manage individuals and groups of supporters.
- Passionate about the cause and with a strong desire to help.
- Comfortable working in a military environment.
- Highly flexible with working hours to support wider charity activities.
- Conscientious, flexible, and adaptable nature to integrate and contribute within a small team.