

Job Description – Blind Veterans UK

Job title: Senior Manager Community & Event Fundraising
Reports to: Head of Community Engagement
Department: Engagement
Location: London
Last updated: September 2017

Job purpose

To develop and implement the plan to win, retain and develop support via community and event fundraising channels.

To manage a team (of circa 15 people) to win, manage and maximise support from individuals and organisations via community fundraising and event activity.

To implement aspects of national fundraising strategies, including supporter acquisition and journeys, high value and legacy prospecting and stewardship.

To achieve/surpass fundraising targets.

Main accountabilities of the post

1. Recruit, develop and manage a highly effective team to achieve stretch goals, managing team performance on an ongoing basis, rewarding success and acting on under performance.
2. With the Head of Community Engagement, work to deliver the community engagement aspect of the engagement strategy with accountability for operationalizing the community and event fundraising strands.
3. Implement and further develop the 5 -year plan to grow income from both community fundraising and event fundraising and to achieve acquisition and journey targets.
4. Lead on the plan to acquire and retain an effective team of volunteers to support community and event fundraising, transforming the way the team works with volunteers.
5. With the Community and Event fundraising teams, develop and implement the processes necessary to successful fundraising including identification of audience, development of propositions/activities, marketing of propositions, stewardship).
6. Manage a budget to achieve the required ROI, year on year, taking remedial action as required.
7. Work closely with the Senior Manager Supporter acquisition to plan and implement marketing activity to acquire supporters with the best LTV in a joined-up way.
8. Work closely with the Senior Manager Supporter retention and development to plan and deliver marketing activity to retain supporters, via supporter journeys.
9. Work closely with the Senior Managers for partnerships and HNWIs, to implement aspects of these strategies at a local level.

10. Work closely with marcoms colleagues to increase understanding and consideration of Blind Veterans UK as a charity worthy of support.
11. Work closely with operational colleagues to develop and use community focused Cases for Support on an ongoing basis and ensure that all activity helps to build the brand and is always brand compliant.
12. Ensure GDPR compliance across all activity.
13. Monitor and evaluate all activity, seeking constant improvement.

Additional responsibilities

- Attend in-house and relevant external training courses, as agreed with line manager.
- Practise and comply with all Blind Veterans UK current policies and procedures.
- Ensure GDPR compliance across all direct marketing activity.
- Engage actively with our volunteers as appropriate and within the scope of the post.
- Promote and embed Equality Diversity and Inclusion (EDI) in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.

Autonomy and decision making

The post will receive guidance from the Head of Community Engagement, in terms of prioritising workload and time management. The post holder will receive guidance on strategic direction but will have a high level of decision making in relation to day to day activity and it is essential that the candidate has the proven ability to work under pressure often with conflicting priorities to drive tasks or projects to assured successful conclusions.

Communications

The post holder will use high level interpersonal and communication skills on a regular basis to influence decision making by others, this will include colleagues across the organisation, partners, supporters and potential supporters.

The post holder will work with Senior Staff, internal and external stakeholders, including the charity's partners.

Work with the Director, Heads of Department and managers to establish an engagement function that others across the organisation want to work with and receive professional assistance from.

Work context

1. The post operates within a busy department in a fast -moving Charity where effective matrix management and teamwork across divisions is pivotal. Primarily office based in London but given the nature of this role, the job holder may be required to travel within the UK on a regular basis.

2. Working remote from Head Office and managing a geographically dispersed team.
3. Setting and working to challenging targets with conflicting demands requiring prioritisation.
4. Managing a diverse team of professionals through a period of change.

Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Community fundraising theory and practice • Event fundraising theory and practice • Fundraising through volunteers • Volunteer management • B2C marketing • Budget management • Working knowledge and understanding of GDPR regulations 	<p>Understanding of the wider fundraising and marketing mix</p> <p>B2B marketing</p>
Skills	<ul style="list-style-type: none"> • Proven ability to engage colleagues on a day to day basis, contributing to a culture of 'one organisation, one team' and motivating all direct reports and volunteers to become a Blind Veterans UK brand ambassador. • Ability to engage and manage a team to achieve outstanding results. • Supporter acquisition via carefully planned marketing activity • Supporter retention and development • Managing staff who work remotely and are home based. • Excellent interpersonal and communication skills, including written skills • Broad fundraising skills • Well-developed influencing and negotiation skills • Demonstrable capacity to generate imaginative, innovative, cost effective solutions to complex market problems. • Meticulous attention to detail 	<ul style="list-style-type: none"> • Research and analytical skills
Qualifications	<ul style="list-style-type: none"> • Degree in relevant discipline or equivalent relevant vocational experience. • Member of the chartered Institute of Marketing or Member of Institute of Fundraising 	<ul style="list-style-type: none"> • A fundraising qualification • A marketing qualification

<p>Experience</p>	<ul style="list-style-type: none"> • Experience of managing a large team to achieve step-change financial targets. • Experience of effective and profitable community fundraising • Experience of effective and profitable event fundraising • Sound track record of acquiring and developing volunteers and volunteer teams • Significant experience of planning and delivering marketing activity to acquire new supporters and to retain and develop them • Experience of managing relationships to maximise value. • Achieving stretch goals in at least one area of fundraising. • Champion for innovation including strong knowledge and experience of managing innovation projects and programmes, as well as proven track-record of delivery • Effective budget management, driving efficiencies and effectively supporting priorities to deliver long term sustainable advantage 	<ul style="list-style-type: none"> • Experience of the military environment • Experience of working with marcoms colleagues to increase awareness, understanding and consideration. • Experience of gathering and using audience insight to inform planning • Experience of winning relationships with new supporters. •
<p>Personal qualities</p>	<ul style="list-style-type: none"> • Well-developed level of emotional intelligence • Hard working, tenacious, determined • Strong leadership by example • Collaborative; great at working with others • Credible; convincing and able to influence • Champion of supporter centricity • Tact and diplomacy • Resilience • Resourcefulness and creativity • Good team player 	