



THE ROYAL BRITISH LEGION

Job Title	Community Fundraiser (CFR)
Reporting To	Community Fundraiser Manager (CFM)

Role Purpose:

To achieve agreed income, expenditure and contribution.

To coordinate all Poppy Appeal activity in their area, ensuring that supporters and other key stakeholders (members, local authorities, partners etc.) receive the support necessary to maximise the impact of the appeal. To manage day-to-day relationship with supporters ensuring all financial activity is cost effective and compliant.

To ensure that all supporters have a great experience whilst supporting the Legion, ensuring that the necessary support and help is available

Key Responsibilities:

Income, expenditure & contribution

- With support from your Community Fundraising Manager, produce an income and expenditure budget for your area.
- Provide accurate and timely monthly commentary to your manager.
- Identity, plan and monitor progress of key activity (in the regional fundraising plan) to deliver the income and expenditure set out in the budget/reforecast.
- Manage the activity of a range of local supporters and partners (Poppy Appeal Organisers, other volunteers, regional corporates, and organisations) in order to achieve income budget/forecast.

Relationship management

- Manage an agreed number of relationships across your area, ensuring that your supporters have the tools, resources, and support necessary to maximise their fundraising activity.
- Develop and support a portfolio of regional corporate partnerships.
- Work with key internal partners (membership, operations, PR, etc) at the local level to achieve the above.
- Ensure any issues are dealt with effectively at the local level with support from the Community Fundraising leadership structure.
- Ensure that appropriate reward and recognition activity is planned and delivered ensuring that key supporters and partners get access to national opportunities.

Poppy Appeal activity

- Recruit and induct new Poppy Appeal Organisers (PAO).
- Ensure that PAO have appropriate tools and resources to maximise the impact of the appeal, and that these are proportionate to the activity taking place and income raised.



- Identify training needs, particularly as a result of audit or annual return process.
- Carry out PR/media activity with support from the Regional PR team.
- Plan and coordinate the Poppy Appeal launch ensuring that key internal and external partners are involved.

Other

- Carry out other tasks as directed by your manager, head of Department or Director.
- Represent the legion locally carrying out engagement activity and providing updates to key stakeholders.
- To comply with all legion policies and procedures.

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

GENERAL

- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
- It is clear that due to the nature of the work of the Legion, the post holder may have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).



PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED
QUALIFICATIONS		
Good Standard of General Education to GCSE or equivalent	E	Application
Full UK Driving Licence	E	Application/Licence
KNOWLEDGE & EXPERIENCE		
Good commercial knowledge to ensure suitable ROI in both investment and effort	E	Application/interview
Evidence of financial management skills; set and deliver income targets of up to £700,000.	E	Application/interview
Takes ownership of planning income/expenditure budget and responsible for supplying monthly commentary to manager.	E	Application/interview
Experience of creating and managing great supporter relationships with volunteers to deliver agreed objectives and income targets	E	Application/interview
Experience of fundraising, sales and/or customer service environment	E	Application/interview
Experience of planning multiple activities and/or events throughout the year	E	Application/interview
Experience of building effective relationships with a wide range of audiences including Corporate charity of the year partnerships	E	Application/interview
Experience of effectively managing and responding to media queries	E	Application/interview
Experience of utilising social media to promote activity	E	Application



SHARED VALUES AND BEHAVIOURS		
<p>Service We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.</p> <p>Collaboration We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.</p> <p>Passion We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p>Excellence We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.</p> <p>Valuing our People We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.</p>		<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
SKILLS & ATTRIBUTES		
Effective communication skills – written and verbal	E	Application/Interview
Strong planning and organisational skills	E	Application/Interview
Good IT Skills – Intermediate MS Excel, Outlook, Word and presentation skills.	E	Application/Assessment
Strong team player able to work effectively with diverse client groups	E	Application/Interview
Ability to assess the commercial implications of decisions and to act in a manner that makes optimal use of organisational resources	E	Application/Interview
Ability to engage with and influence key stakeholders in the local community.	E	Application/interview
Empathy with the mission, objectives and values of the Royal British Legion	E	Interview
Must be able to work flexibly including some evenings, some weekends and some overnight stays	E	Interview