

# **HOMELESS ACTION RESOURCE PROJECT**

## **JOB DESCRIPTION**

**Job Title:** Community and Events Fundraising Coordinator

**Line Manager:** Head of Trusts, Statutory and Events

**Grade:** SCP 22-26, starting salary £31,439 rising incrementally to £34,909

### **Main Purpose of the Job:**

As a Community and Events Fundraising Coordinator, you will play a crucial role in continuing to develop our strong portfolio of community fundraising and supporter-led events and providing excellent supporter care to existing and future supporters to achieve income goals.

Working closely with the Head of Trusts, Statutory and Events, you will lead the planning, developing and implementing effective Events and Community activities programme to meet objectives and income targets.

Your expert relationship-building skills, positive and proactive approach, communication skills and strategic thinking capability are critical to your success.

This is a fantastic opportunity for someone passionate about ending homelessness in Southend-on-Sea.

### **MAIN RESPONSIBILITIES:**

#### **1. COMMUNITY RELATIONSHIP DEVELOPMENT AND MANAGEMENT:**

- Act as the primary point of contact for individual community fundraisers, faith groups, schools and organisations such as rotary clubs, scout groups and sports clubs
- Cultivate and steward relationships with community fundraisers and organisations, providing guidance, support and encouragement
- Collaborate with the Communications team to publicly recognise and promote the achievements of community fundraisers and organisations
- Work with senior colleagues at HARP to ensure our community fundraising is GDPR-compliant
- Manage and track the non-cash support provided by the community organisations.
- Ensure that the local partnerships are managed well and the support provided is acknowledged on time, including regular liaison and impact provided to the external partners.

## **2. FUNDRAISING EVENTS:**

- Develop, manage, and evaluate fundraising events within budget to achieve expected participation and income targets.
- Together with the Head of Trusts, Statutory and Events, develop an annual events programme which supports community giving
- Manage all aspects of the planning and organisation of events, including the securing of venues, suppliers and entertainment, as appropriate.
- Undertake risk assessments on events for both health and safety and cost efficiency.
- Work to deadlines and targets within an agreed budget
- Monitor and evaluate results in line with the departmental budget and strategic plan
- Work collaboratively with multiple internal stakeholders to capture and understand requirements, identify new opportunities or build on existing activity to help achieve income targets.
- Ensure that appropriate post-event reviews are completed in a timely way so that learning can inform future planning.

## **3. INTERNAL LIAISON**

- Develop and maintain a detailed knowledge of HARP's projects and services to support employee engagement and community partnerships across the organisation.
- Liaise with the service managers and the Fundraising Coordinator to arrange visits for representatives of community organisations and other supporters.
- Regularly liaise with the service managers to understand the demand and provide, where possible, non-cash donations including clothing and food
- Monitor and regularly share information across HARP about the positive impact the community partnerships have on our services to promote staff buy-in.

## **4. COMMUNICATIONS**

- Work with the Communications Team to utilise communications channels, including social media, email campaigns, presentations and reports to promote community fundraising and acknowledge the support from the community
- Support the Communications Team in providing case studies and images supporting community fundraising activity

## **5. OTHER**

- As a member of the Fundraising and Communications Team, help colleagues with their work, as required
- Maintain awareness of community fundraising techniques and sector trends (for example, in-memory giving)
- Ensure all fundraising activity complies with relevant legislation and best practice guidelines, established by the Fundraising Regulator

- Use the CRM database and other record-keeping to ensure all the information is up to date
- Maintain the knowledge and understanding of donors using the CRM database to track donations and donor activity
- Maintain an effective database of donors and support the banking and receipting process where necessary
- Handle general telephone and personal enquiries regarding donations or other fundraising issues.
- Respond to all donors appropriately with politeness, tact and empathy.
- Be flexible regarding working days to ensure that you can support and deliver events and talks scheduled for weekends

## **PERSON SPECIFICATION**

### **Experience** (E = essential, D = desirable)

- Experience of running and/or taking part in community fundraising activities (E)
- Experience of developing charity fundraising events and providing support via telephone and email to participants (E)
- A proactive and enthusiastic approach to reaching new audiences and wider networks, to help develop new ideas for events with innovative formats (E)
- Experience working with a range of internal and external stakeholders (E)
- Knowledge of GDPR or experience of using simple CRM systems (D)

### **Skills**

- Excellent administration and logistical skills
- Resilience and enthusiasm, with an ability to plan, prioritise, use own initiative and meet multiple deadlines
- Personal warmth and the ability to build successful relationships
- Ability to be flexible and adapt to shifting priorities
- Ability to use initiative and judgement to identify problems early and propose solutions
- Ability to process complex information and ensure suitability for different target audiences
- Ability to maintain confidentiality and be discreet at all times
- A commitment to ending homelessness in Southend-on-Sea

### **Competencies**

- Teamwork and collaboration
- Works effectively as part of a team to deliver shared objectives and to build team spirit
- Supports colleagues in demanding situations, recognises the importance of wellbeing in self and others
- Accepts help and support from other team members
- Listens to the views of others