**Primrose Hospice**

**Job Description**

**Job title:** Fundraiser

**Reporting to:** Fundraising Manager

**Salary:**  £25,500

**Hours:**  Full time – 37.5 hours a week

**Role purpose**

To work with the Fundraising Manager to research, develop and deliver new and existing planned fundraising campaigns and activities throughout the year. To maximise income across all areas, promote the work of the Hospice and raise its profile across the community and corporate sectors.

To develop links and relationships within the local community, including corporate supporters; to expand and motivate the supporter network. To lead on in house events and support and attend external events within the community and corporate sectors. To contribute to the marketing and promotion of the Hospice, particularly relating to fundraising events through various media channels.

To undertake creative campaigns, from design to completion, with the objective of engaging with supporters to maximise income generation and build upon the profile and reputation of the hospice.

To inspire supporters and new audiences to engage in campaigns, events, growing supporter numbers and interaction across an array of social media and digital channels, including the hospice website.

To work with the Fundraising Manager to keep income generation within the hospice innovative, forward-thinking and to identify opportunities to grow support within the local community, keeping fundraising activities and communications interesting and appealing to both new and existing supporters.

**Key responsibilities**

* Initial point of contact in relation to all community fundraising enquiries and activities.
* Lead on the development and delivery of a programme of community fundraising activities and events to maximize income generation.
* Identify and support events and initiatives within the community and corporate sectors, ensure they are well planned and delivered, maximising attendance and income generation.
* Attend community and corporate events where appropriate and as agreed with the Fundraising Manager, including out of hours where necessary.
* Ensure in house events are well planned and delivered, maximising attendance and income generation and ensuring they comply with legal requirements and best practice.
* Assist the Fundraising Manager and members of the Fundraising Team to plan and deliver appeals and campaigns.
* Support and grow challenge events.
* Support existing, and identify and develop new, fundraising relationships at a local level.
* Build relationships with new partners and account manage key relationships with current community partners to maximise income and opportunities for Primrose.
* Develop and maintain your own portfolio of community contacts.
* Prepare professional proposals (including PowerPoint and others) and confidently deliver presentations at senior level meetings both internal and external as required.
* Respond to community and corporate enquiries in a timely and positive way.
* Network at appropriate events to raise the profile of Primrose Hospice and secure new introductions and identify growth areas and opportunities.
* Support volunteers working with the Fundraising Team.
* Ensure that supporters have a positive experience in their engagement with the Hospice.
* Work in partnership with suppliers to achieve the best deals for the Hospice.
* Comply with the Institute of Fundraising’s Code of Practice for Fundraisers.
* Keep up to date with developments and trends in Fundraising.

**Communications, PR and Promotion**

* Assist with communications and the Fundraising Team with all social media applications, including Facebook and Twitter to promote events and fundraising activities.
* Assist with communications, press releases, photo calls and radio interviews to promote community and corporate fundraising activities and events.
* Raise the profile of Primrose locally and regionally, including taking and storing photos for use across the team and Hospice, through newsworthy articles and events and with the Press and media.
* Write and deliver speeches and presentations at events as necessary and represent the Hospice publicly across a variety of sectors.
* Develop a detailed understanding and knowledge of the work of Primrose Hospice.

**Administration**

* Contribute to the work of the Fundraising Team across all areas as required, attending and contributing to team meetings, covering telephone and administration tasks as necessary.
* Use the Donorflex database system to set up and maintain accurate records of events and activities taking place.
* Keep accurate records of income generated from fundraising activities.
* Keep files up to date with event plans and delivery.
* Attend staff meetings for the Hospice as appropriate.
* Ensure all activities comply with GDPR.

**Other**

* Attend staff meetings for the Hospice as appropriate.
* Provide regular updates and feedback to Fundraising Manager and Senior Management Team as required.
* Undertake and comply with mandatory staff training.
* Be prepared to work flexibly, including evenings and weekends as the role demands. Time off in lieu is given for this.
* A full driving licence and use of own car is required, expenses will be paid in line with Primrose travel and expenses policy.
* All staff are required to comply with Primrose Hospice policies and procedures, including confidentiality, equal opportunities and data protection.
* It is expected that you will be committed to the core purpose of the Hospice and will act as an ambassador for the Hospice, actively promoting it throughout your role. It is also hoped that as the Hospice is heavily reliant on charitable donations you will support promotional activities where possible showing support to your colleagues in the spirit of team working.
* Act at all times in a professional manner, respecting the needs of colleagues and volunteers and co-operating to maintain a positive working environment.