

## JOB DESCRIPTION

<b>TITLE OF POST:</b>	Regional Fundraiser
<b>ACCOUNTABLE TO:</b>	Regional Fundraising Manager
<b>JOB PURPOSE:</b>	To work as part of the Fundraising Team supporting income generation across all areas of Fundraising in the Sheffield region

### MAIN DUTIES & RESPONSIBILITIES:

- Profiling the regional area to understand its donor segmentation and identify new opportunities for income generation whilst developing existing relationships.
- Generating income through building strong relationships with donors within the regional area including, but not limited to, community groups, support groups, corporates, local businesses, educational establishments and faith groups.
- Responsible for achieving set KPIs and objectives within a specific region through donor cultivation and stewardship.
- Developing and working through an agreed fundraising plan to achieve agreed targets and budgets for the specific regional area.
- Responsible for selling and promoting all areas of Fundraising including, but not limited to, In Memory, Lottery, Events and Individual Giving to the relevant audience.
- Support other regional catchment areas and support peers with their fundraising plans and targets where necessary.
- To become the recognised face of Fundraising within this catchment area and positively championing the work of Bluebell Wood Children's Hospice.
- Represent the Hospice by attending presentations and talks to promote the charity.
- Support the whole fundraising team with innovative and creative ideas for income generation.
- Understanding the Hospice donor journey and developing relationships in line with these plans.
- Ensure that all communication and interaction with donors is captured through the Fundraising CRM System and that all donors are thanked timely and efficiently.
- To work closely with all areas of the Hospice.
- Continually strive to learn and develop and up skill in all areas of Fundraising.
- Carry out any other duties as may reasonably be required by the Head of Fundraising.
- Apply the guidance provided by the Fundraising Regulator and Institute of Fundraising or any fundraising governing bodies to any fundraising activity

### GENERAL:

All Bluebell Wood employees are required to:

- Abide by the Health & Safety at Work Act
- Adhere to policy and procedures around safeguarding children and young adults
- Respect confidentiality applying to all Hospice areas
- Work within Hospice policies and procedures
- Comply with the Hospice no smoking policy
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues
- Behave in a professional manner at all times, reflecting and maintaining the values and ethos of Bluebell Wood

All Bluebell Wood employees are expected to:

- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to fundraising and raising the profile of the Hospice

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

Date of issue: 27 August 2020

Review date: 27 August 2021

**PERSON SPECIFICATION**

<b>CRITERIA</b>	<b>STANDARD</b>	<b>E or D*</b>	<b>MEASURED BY</b>
<b>Qualifications/ Training</b>	Excellent communication skills, both written and verbal, with a proven ability to present	E	A,C
	Fundraising qualification or equivalent	D	A,C
<b>Experience</b>	Broad knowledge and experience of all areas of Fundraising	E	A,I
	Knowledge of Fundraising codes of practice and sector legalities	D	A,C,I
	Awareness of current fundraising trends and developments	D	A,I
	Knowledge and understanding of CRM systems	D	A,I,P
	Understanding of donor journey	D	A,I,P
	Past experience of working with financial budgets and KPIs	E	A,I,P
<b>Skills/Knowledge</b>	Able to build strong relationships at all levels	E	A,I,P
	Proven track record of income generation	E	A,I
	Business development experience	D	A,I
	Ability to communicate effectively with staff, volunteers, children, young people and families	E	A,I
	Competence in Microsoft Office packages including Teams, MS Word, MS Excel and MS PowerPoint And video conferencing such as Zoom	E	A,I,P
	<b>Personal Qualities</b>	Confident and personable	E
A can do and positive attitude		E	I

	A good negotiator and communicator	E	I
	Flexible and adaptable to change	E	A,I
	Self-motivated and works well alone and as a team	E	A,I
	A can do, positive attitude	E	I
<b>Other</b>	Legally entitled to work in this country	E	A,I,D
	Prepared to work evenings and weekends and some unsociable hours	E	A,I

**\*Essential or Desirable**

<b>A</b>	<b>Application</b>	<b>C</b>	<b>Certificate</b>	<b>I</b>	<b>Interview</b>
<b>R</b>	<b>Reference</b>	<b>D</b>	<b>Document check</b>	<b>P</b>	<b>Presentation</b>