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| Role Profile – Fundraiser (Challenge Events) |  |
| **Reports to:** | **Senior Fundraiser (Events)** |
| **Accountable to:** | **Head of Fundraising** |

PURPOSE OF THE JOB:

As a Fundraiser (Challenge Events) you will raise funds for St Gemma’s Hospice in line with the Hospice’s Income Generation Strategy, achieving challenging annual income targets.

You will explore and understand the market in which you operate, including the drivers and motivators for supporter participation and you will build strong and effective relationships with donors. You will be confident in working with groups of volunteers and managing relationships with suppliers.

You will continually seek improvement, you will be passionate about the provision of high quality care and committed to the Hospice values with an ability to inspire, motivate and empower those around you.

Reporting to the Senior Fundraiser (Events) you will have responsibility for achieving a demanding income budget from a series of events and initiatives. You will ensure that fundraising is of the highest standard and that all events run smoothly, efficiently and economically and in a way which meets all regulatory and legislative requirements.

You will develop and maintain strong and effective links with the local community. As a St Gemma’s Fundraiser you will represent St Gemma’s Hospice at both a local and regional level.

**Specific Duties and Responsibilities**

**1. Event & Challenge Management**

1.1 Manage and develop income from existing events, external fundraising challenges and develop new events. This includes responsibility for planning, budgets, logistics, risk assessments, recruiting and managing participants and volunteers, marketing and publicity.

1.2 Work closely with staff from other departments within the Hospice, e.g. Estates and Facilities, to ensure internal events run smoothly within the overall operation of the Hospice.

1.3 Work with external organisations to ensure the promotion and efficient management of Hospice fundraising challenges which includes skydives, international challenges and third party running events.

1.4 Develop and deliver an excellent supporter stewardship plans ensuring that all event participants are communicated with in an effective and timely manner in order to maximize sponsorship income.

1.5 Take responsibility for participants and volunteers as part of the safe and effective delivery of events and initiatives

1.6 Assist other colleagues with the organisation, administration and promotion of a number of events and initiatives as well as attendance at the events (includes evenings and weekends) as required.

1.7 Take responsibility for the prompt payment and collection of monies due to St Gemma’s from the events and initiatives within the remit of the role.

1.8 Develop and manage all administration processes for event challenge participants including developing fundraising supporter packs.

1.9 Support the Senior Fundraiser (Events) in delivering the existing Income Generation Strategy for events and in developing and updating the events element of the Strategy as needed.

1.10 Contribute ideas to the fundraising team and support innovation and sharing of best practice.

1.11 Support the Senior Fundraiser (Events) to develop the income and expenditure budgets for the events and initiatives within the role; closely monitor performance against budget, regularly discussing performance with the Senior Fundraiser (Events). Develop and deliver plans to mitigate any income shortfalls arising during the year.

**2. General Duties**

2.1 Ensure that all records are fully and accurately maintained and recorded on the fundraising database and that new contacts are added on a regular and timely basis.

2.2 Be aware of the overall activities of the Hospice and provide informed speeches and presentations to the local community and represent the Hospice at functions when required. Represent the Hospice at seminars, conferences and networking events to build up awareness and increase income.

2.3 Provide the Senior Fundraiser (Events) with regular activity reports and attend 1:1 and group meetings.

2.4 Provide information and articles for Hospice publications, e.g. newsletter and social media as well as external publications.

2.5 Maintain and develop good relationships with fundraising volunteers in order to increase the success of fundraising initiatives. Work closely with the Human Resources Department to ensure sufficient volunteer cover at events as required.

2.6 Handle the transportation of event equipment to external venues as required, driving the Hospice vans as needed.

2.7 All St Gemma’s employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure that they comply with Hospice policies and procedures at all times.

2.8 Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice, locally and nationally.

2.9 Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

**VALUES AND BEHAVIOURS**

St Gemma’s has a set of values and behaviours to improve the experience for our patients and our staff. This means that in undertaking this role the post holder is expected at all times to behave in a way that demonstrates commitment to the delivery of thoughtful care to all and continual improvement in line with the values detailed below.

**Caring** – Treating each person with kindness, empathy, compassion and respect.

**Aspiring** – continually learning and developing; striving for excellence in everything we do

**Professional** – Delivering high standards through team work, a skilled workforce and good governance.

**GENERAL DUTIES AND RESPONSIBILITIES**

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Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice locally and nationally.

Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

*This role profile is not exhaustive and it will be subject to periodic review. The post holder may be required to perform any other duties as may be deemed reasonable.*