



**South Warwickshire  
University**

NHS Foundation Trust

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### **Job Description**

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**Job Title:**  
**Community and  
Events  
Fundraiser**

**Grade: Band 5** Please leave blank until formally banded under AfC

**Reports To:**  
**Fundraising  
manager**

**Accountable To:**  
**Head of  
Communications**

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### **Job Purpose:**

As Community & Events Fundraising Officer, you will play a pivotal role in the community and events fundraising team at South Warwickshire University NHS Foundation Trust by delivering memorable fundraising experiences for our supporters. Our focus is to drive support for the charity by providing excellent supporter care and developing strong relationships from individuals, community organisations and groups within the South Warwickshire region.

You will project manage fundraising activity and supporter journeys from beginning to end, delivering them on time and in line with annual plans and budget. Fundraising Manager to analyse and produce evaluation reports reporting against budget, and interpret these results to inform future activity and contribute towards the annual planning of the team.

We are looking for a personable and professional colleague, who has strong communication skills and who can build trust and relationships with our supporters. You will have excellent organisational skills, be self-motivated and enjoy working as part of a team. You will be dedicated to helping supporters

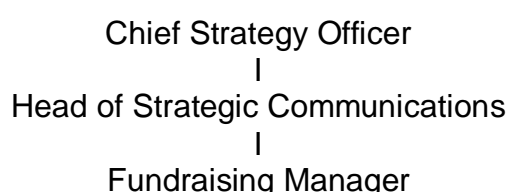
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achieve their fundraising goals and to helping the NHS within South Warwickshire through fundraising and brand awareness for SWFT NHS charity.

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### **Organisation Chart:**

Please include an organisation chart for the department. This helps people reading the document know where this role fits into the context of the wider department and helps to place the responsibilities and duties of the role correctly for banding purposes. The following can be used as an example:



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### **Key Result Areas:**

#### **What you'll be responsible for**

- Build and maintain strong fundraising relationships by providing excellent donor care to members of the public, via phone, mail and in person, and encourage their support.
- Proactively use the fundraising database to develop and manage supporter relationships.
- Act as an ambassador for SWFT Charity.
- Build awareness of the benefits of fundraising for the people we help.
- Be comfortable in talking to individuals about the charity and the services that the NHS provide. This will include presenting to groups both small and large, and managing cheque presentations.
- Attend fundraising and third party events as required, potentially in a wide range of locations requiring travel. This may involve some weekend and evening work.
- Coordinate and lead community fundraising events, organise the set-up of equipment and be the main contact.
- Develop and implement a fundraising events calendar, identifying existing events and activities that the charity could support to maximise PR and revenue.

#### **Income Generation**

- Work to achieve agreed income targets to drive income within the community by proactively seeking new supporters and building relationships.
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- Engage the South Warwickshire community through new and innovative fundraising campaigns; identifying and targeting community groups, schools and individuals.
- Manage collection tin fundraising for the charity.
- Work as part of a team and to develop and deliver new fundraising activities.
- Be responsible for managing your own areas of community fundraising, monitoring and evaluating activity and identifying learning from each area.
- Carry out risk assessments for the activities and events you are responsible for.
- Take responsibility for your time, balancing time-cost ratios to focus effort on the fundraising activities that are most appropriate for our short, medium and longer-term plans.

### **Collaborative Working**

- Work with the Communications team to develop fundraising campaigns, share fundraising stories through social media platform and identify potential PR opportunities.
- Work across the Fundraising Team to identify and progress opportunities to engage supporters in different ways and provide excellent supporter journeys and supporter care.
- Build strong relationships with NHS colleagues across the hospitals to increase awareness of fundraising and gain support for activities.

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### **General Items:**

These are standard items that need to be included at the end of all job descriptions:

To provide short-term cover for colleagues during periods of leave.

To ensure that all Trust standards are maintained and monitored to improve the quality of care to all whom come into contact with services provided by South Warwickshire NHS Foundation Trust.

Every employee has a duty to take reasonable care of the health and safety of themselves and of other persons who may be affected by their acts or omissions at work, and to co-operate with the South Warwickshire NHS Foundation Trust to ensure that statutory and Trust regulations are complied with.

To participate in appraisals and personal reviews and work to achieve agreed set objectives.

To participate in appropriate training and development activities

To participate in team, professional and personal development activities and promote commitment to continuous development and improvement.

Ensure that all staff consciously review mistakes, complaints and incidents/near misses as well as successes to improve performance and the level of customer care.

All employees will have an organisational and individual responsibility towards safeguarding vulnerable adults, young people and children. Where employees are working with children, young people and families they have a responsibility to cooperate in national safeguarding policy around early intervention activities appropriate to improving health outcomes.

As a major provider of health care, South Warwickshire NHS Foundation Trust operate a Smoke Free Policy by providing a totally smoke free environment to help aid patients' recovery, promote health and wellbeing and minimize the risks of complications attributed to smoking tobacco and second hand smoke.

#### **For Band 5 and below**

Recognise the importance of adopting healthy lifestyles and be aware of health and wellbeing initiatives.

To abide by Infection Prevention and Control policies relevant to their area of work, and undertake the necessary level of training. This will be appraised through the KSF review process or other relevant professional review process.

To contribute to promoting and implementing the Trust's Carbon Management policy, in line with team and organisational objectives.

**This job description is subject to review at any time in consultation with the post holder.**