

EVENTS & COMMUNITY FUNDRAISER

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Events & Community Fundraiser

Responsible To: Head of Fundraising

Location: TCF Office, Kilburn, NW London (home-based currently and flexible in the long term)

Hours Per Week: 21 (FTE 35 hours)

Date: May 2021

Salary: £28,000 FTE

Job Purpose

- Acquire and manage relationships with individual fundraisers and fundraising groups using virtual fundraising events, challenge events and other community fundraising initiatives.
- Encourage TCF members and others to raise funds via Facebook for birthdays and other events.
- Develop, implement and manage supporter journey email marketing campaigns to improve supporter relationships and increase supporter acquisition, retention and development for community/event fundraisers
- Maximise the use of digital and social media to promote events and to steward supporters.
- Develop fundraising events and products suitable for community groups, TCF members, individuals, corporate employees.
- Develop tailored resources and opportunities for event participants. Conduct a review of the TCF fundraising pack.
- Develop new and maximise partnerships with community groups.
- Support corporate employee involvement in TCF events as part of our corporate partnerships.
- Contribute towards achieving the targets and outcomes of TCF's fundraising strategy and annual fundraising plans and targets.

The Compassionate Friends.

The Compassionate Friends (TCF) is the only nationwide UK charity founded over 50 years ago providing peer support to bereaved parents and their families whose child has died at any age and from any cause. We also provide information on parental and sibling bereavement to professionals and other organisations. For more information about TCF go to www.tcf.org.uk

The Compassionate Friends offers the following support by volunteers who are all bereaved parents:

- National helpline – over 1,600 calls and e-mails annually
- Website and online forums – over 4,200 members
- Local support groups – 75 around the country with an average of 10 members per group, 89% of which now operate online
- Grief Companions scheme for one-to-one support
- Weekend gatherings and retreats – including for bereavement by suicide and substance & alcohol use - all currently replaced by specialist online support groups
- Support for adult bereaved siblings
- Postal library service – over 2,000 books serving around 900 requests a year
- Online forums and private Facebook support groups
- A range of informative leaflets and publications
- Supportive website

Main Duties & Responsibilities of the Post

- **Community & Events**
 - Prepare the community and events fundraising annual plan, incorporating digital and virtual fundraising alongside traditional methods.
 - Manage existing and introduce new challenge and fundraising events to grow the events programme, including attending events.
 - Manage a programme of community fundraising, including relationships with various community groups.
 - Manage TCF's online fundraising pages.
 - Develop and cultivate relationships with sponsored event participants and community fundraisers to maximise income and encourage repeat participation.
 - Develop a communication journey with event participants.

- Research and design new fundraising events, initiatives and products suitable for the changing coronavirus and post-coronavirus landscape.
 - Produce and implement multi-channel marketing plans to promote the above products.
 - Oversee and manage all community and events materials, including fundraising guides and packs, running vests, collecting tins, banners, and other collateral.
 - Write inspiring content for supporter communications and update the fundraising pages of the TCF website.
 - Work closely with the Head of Fundraising to ensure consistent messaging and cross fertilisation of giving and fundraising, and to activate corporate employee fundraising initiatives
 - Work closely with our colleagues in operations to engage parents, siblings and TCF members.
 - Manage, train and support any fundraising volunteers as appropriate.
 - Respond to general enquiries relating to community and events fundraising.
- **General**
 - Develop and maintain good working relationships and liaison with other members of TCF's staff.
 - Take part in and contribute to team meetings.
 - Manage and liaise with TCF members and volunteers and other stakeholders where necessary.
 - Promote the work of TCF, assisting with presentations and in fundraising awareness events as appropriate.
 - Attend and assist at the annual general meeting.
 - Provide feedback reports to the Head of Fundraising on a monthly basis.
 - Monitor and report on community fundraising and events income.
 - Contribute to fundraising planning and strategic plans and budgets and provide information to feed into management reports as required.
 - Undertake other tasks, as required, to support the fundraising team.

Person Specification

- Experience of project management, monitoring, evaluation and running projects to deadline.
- Highly numerate and attentive to detail.
- Highly effective at persuasive, engaging and creative writing.
- Entrepreneurial, results-driven, and able to work on own initiative and as part of a team, meeting deadlines under pressure.
- Strong analytical skills and the ability to think strategically.
- Understanding of and enthusiasm for TCF's delivery approach and mission and values.
- Proven experience of delivering income growth in an events or community fundraising setting (preferably both).
- Experience of developing and successfully launching new community and/or events products.
- Proven knowledge of online fundraising tools and digital marketing.
- Experience of providing exemplary supporter stewardship, to strengthen and cultivate relationships with fundraisers.
- A passion and motivation to raise money to support bereaved parents and their families.