

JOB DESCRIPTION



Job title:	Community Engagement Lead
Department:	Fundraising
Responsible to:	Head of Fundraising
Grade:	M2

Job Purpose

We are looking for an exceptional leader and relationship builder to lead our Community Engagement Team. This role will take the lead on Corporate Fundraising and will manage and grow all aspects of Community and Event income for the Hospice within North Hampshire with the support of a Community Engagement Fundraiser, Events Manager and Fundraising Assistant.

At St. Michael's Hospice we are privileged to have dedicated supporters and volunteers who support us year on year through attending or supporting our Hospice and Community-Led events. We are looking for someone to help us to build and grow these relationships to increase income and participation in Hospice-Led events and to also support our corporate, community, and volunteer partners to reach their fundraising potential.

The post holder is responsible for delivering on budgetary targets whilst positively increasing the profile of the Hospice throughout North Hampshire.

Main Duties and Responsibilities

- Lead the Community Engagement Team to grow income from Hospice-led events, companies, organisations, community supporters, volunteers and groups.
- Create an overall strategy and budget for the Community Engagement Team, and support each team member to create fundraising plans for their areas.
- Ensure all Hospice led events, activities and campaigns are planned, organised, managed effectively, efficiently and within budget.
- Deliver excellent stewardship and account management, at appropriate and agreed levels, with a focus on engagement, retention and growth.
- Take the lead on developing new business and community partnerships which align to the Hospice's values and objectives.
- Create and manage a Corporate pipeline looking at different opportunities for corporate supporters and implementing excellent supporter journeys.
- Secure Corporate and Community sponsorship for Hospice-led events.
- Secure Gift in Kind support.
- Lead on the SMH Golf Day and Hospice Christmas Tree Collections.

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- Develop new initiatives and campaigns to engage with community supporters.
- Represent the Hospice at talks, networking and events.
- Ensure all fundraising activity is conducted in accordance with current legislation and data protection.
- Process donor-related correspondence such as acknowledgements, ensuring a prompt and appropriate response.
- Ensure Gift Aid income is achieved in line with fundraising departmental budgets.

Line Management

- Manage and motivate the Events Manager and Community Engagement Fundraiser towards delivering exceptional supporter experience and achieving income targets.
- Implement clear SMART objectives for line reports and manage performance against these
- proactively and through appraisals.
- Ensure the team are following procedures and deliver retraining when necessary.

Communication Strategy

- Develop and implement an Events, Community and Corporate Marketing Strategy in conjunction with the relevant fundraisers, Head of Fundraising and MarComms team.
- To deliver awareness of SMH by giving presentations to Corporate and Community Groups.
- To act as the senior contact for all Corporate Supporters.
- To ensure that the Events, Community and Corporate Fundraising sections on the SMH website are effectively updated in conjunction with the Marketing and Communications Team.
- Consistently strive to improve digital elements of all campaigns/fundraising, ensuring processes are digitally streamlined where most effective.
- To actively support and promote the benefits of SMH to all our stakeholders.

Administration

- Create and prepare financial reports for income and expenditure reporting on a monthly basis.
- To ensure the Fundraising Database is updated to a high standard of accuracy and fully utilised to increase income area of responsibility.
- To agree annual donation budgets with the Head of Fundraising and produce financial and operational reports as appropriate.
- To collate, produce and co-ordinate distribution of all Corporate and Community literature ensuring it is standardised and accurate in its presentation.

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Application

- This role requires a great deal of flexibility, the post holder must be able to work to the needs of the Fundraising Department including evenings and weekends.
- To operate in a team-working environment, sensitive to both individual and organisational needs.

General Responsibilities

- Work to maintain the values, vision and aims of St. Michael's Hospice.
- Additional Duties – In discussion with the line manager undertake work, as and when required, in support of St. Michael's Hospice as an organisation.
- Public Relations – Represent St. Michael's Hospice in the community and public domain as appropriate.
- Undertake all statutory and mandatory training, as required.
- Be conversant with and adhere to St. Michael's Hospice Policies and Procedures.
- This is an outline job description and may be subject to change, according to the needs of the service, in consultation with the post holder.
- Take responsibility for own personal safety and of others whilst at work. You will take appropriate action or report any concerns to address any health and safety issues that you or members of your team may be aware of.
- This job description is an outline of the role and responsibilities. From time to time, due to the needs of the service, we may ask you to flexibly undertake other duties that are consistent with your role and banding, including project work, internal job rotation and absence cover.

Reviewed by:	Sarah Shearman Head of Fundraising	Date:	11 2024
Signed by employee:		Date:	