

JOB DESCRIPTION



Job title: Community Engagement Fundraiser
Department: Fundraising
Responsible to: Community Engagement Lead
Grade: C2

Job Purpose

The Community Engagement Fundraiser will manage and grow all aspects of Community Fundraising income within North Hampshire with the support of the Community Engagement Lead. You will seek opportunities and raise income from volunteers, organisations, community supporters and groups by building and maintaining relationships. You will be key in ensuring that key messages about the work of the Hospice and how it can be supported are clearly and widely communicated.

Main Duties and Responsibilities

Community

- Work with the Community Engagement Lead to develop and implement strategies to engage local communities and individuals to fundraise for St. Michael's Hospice.
- Provide fundraising advice and guidance to individuals, volunteers, community groups, and community organisations who are fundraising for SMH. This may include those organising one-off events, doing personal fundraising challenges, or charity of the year partnerships.
- Ensure all supporter led events, activities and campaigns abide by fundraising legislation, data protection and the Hospice's values and objectives.
- Deliver excellent stewardship and account management, at appropriate and agreed levels, with a focus on engagement, retention and growth.
- Lead on the Hospice collections and collection unit management.
- Actively seek opportunities for SMH Volunteer Community Ambassadors to speak at Community events and meetings.
- Prepare all fundraising packs and materials for community events, and represent the Hospice at these events where appropriate.
- Promote and support Hospice-Led fundraising in collaboration with the Events manager.
- Promote and support regional runs and challenges.
- Represent SMH at fundraising events as approved by the Community Engagement Lead. This may include attending Fetes and Fairs where you will need to take equipment like gazebos and

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table and set up and take down pre and post event. With prior notice you are able to utilise the Hospice vans to support this type of activity.

- Support the Events Manager with set up and on the day support of Hospice - led events when required.
- Ensure Gift Aid income is achieved in line with fundraising departmental budgets.

Volunteer Management

- Recruit and train Hospice Volunteer Community Ambassadors
- Manage Fundraising Volunteers who participate in and support Community Fundraising Activities, liaising with the Voluntary Services Manager and Community Engagement Fundraiser. Recruit volunteers to support your role and capacity as required.

Fundraising Campaigns & Events

- Develop, grow and introduce new ideas for community fundraising campaigns e.g Mad Hair Day and DIY Reindeer Runs

Marketing & Communications

- Work with the marketing team to create compelling proposals, presentations, and promotional materials for community partners.
- Ensure recognition of community through social media, newsletters, and events.
- Maintain accurate records of community donations and communications.
- To actively support and promote the benefits of SMH to all our stakeholders.

Reporting & Performance Tracking

- Set and monitor fundraising targets, providing regular reports on performance and impact.
- To ensure the Fundraising CRM is updated to a high standard of accuracy and all community fundraising activity is recorded.
- To agree annual donation budgets with the Head of Fundraising and Community Engagement Lead and produce financial and operational reports as appropriate.

Application

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

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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:	03-2025
Signed by employee:		Date:	