

## JOB DESCRIPTION

**Job Title:** Community Fundraiser

**Salary:** circa £30,000

**Reports to:** Chief Executive Officer

**Based at:** Hybrid – home and Harpenden

**Direct reports:** volunteers (to be recruited)

### Job Purpose

To lead Harpenden Mencap's fundraising activities and deliver the fundraising strategy, enabling an increased annual income and ensuring the charity is reliably and sustainability funded.

### Accountabilities

- All fundraising, donor management activity and related marketing and communications;
- Management of accurate donor records in line with the latest data protection regulations;
- To ensure fundraising activity complies at all times with the latest Charity law, best practice guidance and the Charity's own policies.

### Main responsibilities

- Create and deliver an annual plan of fundraising activity, which will include multiple opportunities for donors to engage and give;
- Secure income from trusts and foundations, the local community, major donors, corporates, individuals, events and any other appropriate source;
- Undertake prospect research to identify new and lapsed donors;
- Design and deliver appropriate stewardship plans for existing and new donors;
- Create cases for support and fully costed proposals for new projects in-line with our organisational strategy e.g., supported employment, lifelong learning, sport and leisure services.
- Create and deliver a capital appeal (Target £150k);
- Run or commission an annual challenge event;
- Create annual income predictions based on activity plans;
- Deliver innovative ways to secure new income in line with the changing environment;
- Support Trustees to fundraise and network;
- Work with the Trustee board and CEO to recruit a patron/ambassador who can make introductions and speak on our behalf;
- Recruit volunteers to support fundraising;

## Community Fundraiser 2023

- Promote the impact of the organisations fundraising efforts including collecting case studies and stories and drafting press releases with the CEO;
- Ensure all fundraising activity delivers a strong return on investment;
- Represent the Charity positively in delivery of the Charity Strategy.

**The post holder will be expected to work evenings and weekends when required and will be recompensed by time of in lieu.**

This job description is neither exclusive nor exhaustive and the duties and responsibilities may vary from time to time in the lights of changing circumstances and in consultation with the job holder.