



## COMMUNITY ENGAGEMENT & FUNDRAISING OFFICER

### JOB DESCRIPTION

<b>Job Title</b>	<b>Community Engagement &amp; Fundraising Officer</b>
<b>Salary:</b>	<p>£25,450 - £26,478 (FTE) per annum</p> <p>£15,476 - £16,101 (22.5 hrs pro rata)</p> <p>(salary will be set dependent upon qualifications and experience)</p>
<b>Hours:</b>	<b>22.5 hours per week</b>
<b>Responsible to:</b>	Business Development Manager
<b>Key relationships:</b>	CEO, Colleagues, Trustees, Stakeholders, Volunteers and Service Users.
<b>Job Purpose</b>	<p>This role is responsible for supporting the growth, development and sustainability of Staffordshire Women's Aid.</p> <p>The successful candidate will contribute towards achieving the charity's fundraising strategy and targets through the development and growth of our community fundraising activities. The role will aim to maximise local community support and donations and will assist in developing positive relationships with funders and supporters. In addition, you will engage with community groups, businesses and the wider public to raise awareness, and promote the work of, Staffordshire Women's Aid.</p> <p>The role will include attendance at events/meetings which take place outside of core office hours, including evenings and weekends when required.</p>

***This post is open to female applicants only as being female is deemed to be a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010.***

### JOB DETAILS

#### Core Functions, Duties & Responsibilities

#### Core Requirements:

- To work as a committed member of the Staffordshire Women's Aid team.
- To support the aims, values and working principles of Staffordshire Women's Aid, and to work in alignment with Staffordshire Women's Aid's Policies and Procedures.

- To take all possible steps to ensure the safety and confidentiality of service users, staff and volunteers of Staffordshire Women's Aid.

### **Specific Duties:**

- To support the implementation of the charity's fundraising strategy and the achievement of SWA's income generation targets, including the identification of any new fundraising opportunities.
- To plan, organise, support and implement a calendar of fundraising events and activities to attract one-off and repeat donors/supporters. Ensuring health and safety procedures are followed and risk assessments are in place.
- To recruit, support and work with volunteers to successfully deliver community fundraising events/activities.
- To increase awareness of, and support for Staffordshire Women's Aid by delivering talks and presentations to a variety of local organisations, i.e. Rotary Clubs, WI's, schools, public sector organisations and businesses etc.
- Delivery of high-level donor and supporter stewardship to maximise fundraising potential and encourage long term support through prompt thanking and exceptional customer service.
- Manage and monitor the supporters@ mailbox and respond to enquiries made via social media platforms in a timely way i.e. Facebook. Ensuring the SWA supporters mailing list is updated.
- To create and design engaging promotional material (online/offline) and consistent multi-channel social media content, including a quarterly Supporters Newsletter.
- To assist in the writing of grant applications to local trusts, foundations, businesses and statutory bodies.
- To deliver audience focused fundraising campaigns across multiple promotion channels to encourage people to fundraise for us.
- To represent Staffordshire Women's Aid at public events.
- To support service user consultation activities as directed and ensure the voices of service users are represented within marketing/publicity activities.
- To monitor and evaluate activities as directed and ensure internal fundraising databases and monitoring systems are regularly updated.
- To be aware of fundraising best practice and ensure the Charity continues to meet legislative and regulatory requirements e.g. Fundraising Regulator and GDPR.

### **General Responsibilities:**

- To share responsibility for covering the Help Line during office hours as required, making sure there is cover throughout the day when needed.

- Work flexibly to allow us to offer the best service possible to service users, this will involve working some evening/weekend sessions.
- Attend team and service meetings as required and collaborate with colleagues in achieving team and organisational objectives.
- Maintain an awareness of issues/current legislation related to VAWG attending relevant training / conferences / workshops in line with identified professional objectives.

### **Variation Clause**

Staffordshire Women's Aid reserves the right, following consultation with the member of staff, to vary, add or alter any of the terms and conditions of employment attached to this post.

This job description will be reviewed annually and may need to be revised according to the priorities of current workload with the agreement of the Board of Trustees and the CEO.

The performance of the post holder will be monitored through regular supervision by the line manager and reviewed at each annual appraisal.

It is in the nature of the work of Staffordshire Women's Aid that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are therefore expected to work in a flexible way when the occasion arises so that tasks which are not specifically covered in their job description are undertaken. These additional duties will normally be to cover unforeseen circumstances or changes in work and will normally be compatible with the regular type of work.

Please be aware that you will be required to undertake a DBS check and may be required to undertake additional security checks to work in some settings.

A full driving licence and access to a vehicle are essential requirements of the post.

### **General Information and Conditions of Service**

- 5 weeks holiday (pro rata) per year, plus statutory holidays.
- Staffordshire Women's Aid contributes a sum equivalent to 3% of the annual salary to the company pension scheme following successful completion of 3 months probationary period, and subject to staff contribution as part of auto-enrolment.
- Overtime is unpaid; time off in lieu is to be taken in consultation with line manager.

**Community Engagement & Fundraising Officer**

**PERSON SPECIFICATION**

<b>Criteria:</b>		<b>Essential</b>	<b>Desirable</b>
<b>Qualifications:</b>	GCSE, or equivalent, in English and Maths.	x	
	Further training in fundraising.		x
	Further training in Violence Against Women and Girls, domestic violence and/or sexual violence.		x
<b>Experience:</b>	Experience of working or volunteering in the Domestic Violence, Sexual Violence or Violence Against Women and Girls sector.		x
	Experience of community fundraising, individual giving, events within the voluntary/charitable sector.	x	
	Experience of using digital fundraising platforms e.g. Just Giving, EasyFundraising etc.		x
	Experience of writing small grant applications within the voluntary/charitable sector.	x	
	Experience of working within the Code of Fundraising Practice.	x	
	Experience of building and maintaining relationships with new and existing stakeholders e.g. individual donors, funders, volunteers, community organisations, businesses.	x	
	Experience of using a variety of social media platforms to promote services/initiatives.	x	
<b>Knowledge &amp; Understanding:</b>	A thorough understanding of Domestic Violence, Sexual Violence and the broader Violence Against Women and Girls agenda.		x
	A knowledge of GDPR and fundraising best practice and legislative requirements.	x	
	An understanding of the process of applying for charitable grants.	x	
	Knowledge of local networks and resources in Staffordshire.		x

<b>Skills:</b>	Excellent verbal and written communication skills, with the ability to relate to a diverse range of people.	x	
	Excellent attention to detail and efficient record keeping.	x	
	Ability to produce written funding applications, reports, presentations, documents, publicity materials and resources to a high standard.	x	
	Be skilled at building and maintaining effective, positive relationships with a diverse range of people and organisations within the VCSE, public and private sector.	x	
	Excellent ICT skills with the ability to use Word, Excel, Powerpoint, Canva and social media platforms.	x	
	Strong organisational skills and ability to prioritise workload/tasks.	x	
	Demonstrate a high degree of professionalism and integrity.	x	
	Ability to use own initiative and to be creative.		x
<b>Other:</b>	Willingness to work outside of normal office hours, including evenings/weekends as necessary (Toil will be provided)	x	
	Ability to work flexibly with good time management and planning skills.	x	
	Ability to self-manage and to practice good professional self-care.	x	
	Willingness to use supervision appropriately and effectively.	x	
	Full driving licence and access to own vehicle	x	
	Ability to identify and solve problems, escalating to management as appropriate.		x
	Commitment to on-going professional learning and development.	x	
	Resilience, determination, enthusiasm, and a sense of humour.	x	