



## Community Fundraising & Engagement Manager

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

<b>Job title</b>	Community Fundraising & Engagement Manager
<b>Contract type</b>	Permanent
<b>Grade/starting salary</b>	Grade 5 £35,098-£37,575 p/a
<b>Reporting to</b>	Head of Events & Community Engagement
<b>Direct reports</b>	Yes

### Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

### **Background to Fundraising Department**

The Fundraising Department is one of the largest in ActionAid UK with over 60 staff split across two sites in London and Chard, Somerset. The fundraising programme currently raises an annual income in excess of **£48 million** from voluntary sources. Our fundraising strategy as a long term development agency is to attract long term support to provide stable and predictable income through committed gifts, strategic funding partnerships, and by providing the best possible supporter experience.

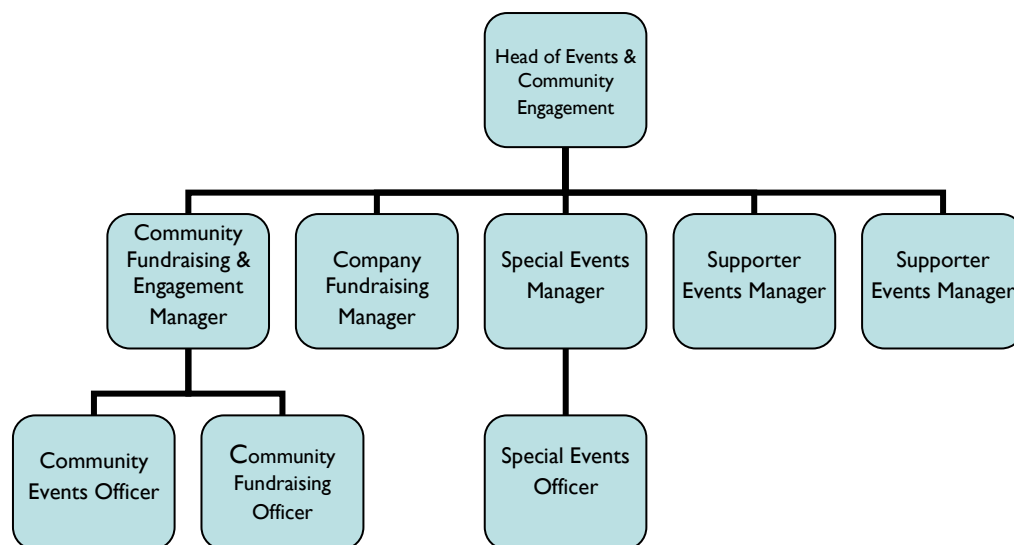
ActionAid was the first UK charity to introduce **child sponsorship** and we continue to develop this as one of our key products along with other ways of attracting **committed gifts**. We have a wide portfolio of **events** that currently involve over 6,000 participants each year. A **major gifts** programme has been developed through an ambassador network of high value supporters. We have had success in attracting major grants for **programme funding** including two in excess of £4 million in the last 2 years. We also have an in house **supporter care** team based in Somerset.

### **Background to Role**

The **Events & Community Engagement Team** increase financial support for the work of ActionAid internationally from individuals and organisations. The team aims to deliver long term supporter engagement through an innovative and experiential events programme, whilst building quality relationships and adding value to ActionAid's supporter journey.

The Events & Community Engagement Team consists of **nine permanent staff** members and you will report to The Head of Events & Community Engagement. The team currently works with over **6000** fundraisers each year, the majority of whom take part in community organised events and activities including; UK and overseas challenges (First Hand Experiences), running and active events, national fundraising days and numerous employee, school and community based initiatives. The team provides event expertise for cross organisational projects and supports the wider Supporter Marketing function with events that aid supporter recruitment and retention.

The team is also responsible for company and employee fundraising relationships and marketing partnerships. We also have a dedicated special events team that organises high value gala events and is responsible for the major donor event programme.



## Purpose of the Role

To take a lead role in managing the strategic development of ActionAid's **community fundraising and engagement programme**. The role will pay specific attention to testing new ways of engaging supporters in community fundraising.

The post holder will manage members of staff to deliver annual fundraising targets and maximise the impact of supporters who donate their time and energy. This will involve overseeing relationships with existing community fundraising groups, organisations and individuals who hold events and activities on our behalf. A particular focus will also be given to outreach work, establishing new networks of support and initiating an integrated approach to volunteering.

## Key tasks and responsibilities

### Leading planning and strategy

- Produce a three year plan and budget for ActionAid's Community Engagement programme, overall forecast of income and expenditure levels for all areas of Community Engagement work and the monitoring of these against budget and forecast
- Monitor key performance indicators and present detailed business cases for the re-allocation of resources as necessary
- Lead the development of marketing and communication strategies and set targets for the recruitment and retention of supporters through events and initiatives

- Play an active role in voluntary sector fundraising networks to maintain and develop awareness of current legislation and trends relating to volunteer recruitment and community fundraising. Ensure that ActionAid operates within legal and best practice frameworks.

#### **Raising funds to agreed targets:**

- Produce a detailed marketing and communications strategy for community engagement to deliver agreed fundraising and non-financial targets e.g. recruitment of volunteers
- Encourage utilisation of target marketing and recruitment techniques to promote events, initiatives and volunteer opportunities to regional audiences
- Take a lead role in supporting ActionAid's existing community groups and individuals who fundraise or actively give their time and expertise to ActionAid
- Foster new approaches to enable ActionAid to maximise fundraising and community engagement during emergency appeals
- Overview of data to identify and segment target audiences, capitalise on cross selling opportunities and conduct post event evaluations
- Encourage and partake in monitoring of external market trends to keep up to date with innovative fundraising and marketing techniques and industry best practice

#### **Line management:**

- Ensure direct reports are managed in accordance with ActionAid policies and practice
- Monitor performance and ensure they are delivering on agreed targets
- Provide the team with appropriate support and development opportunities through ActionAid's appraisal system, one to one meetings, and training opportunities
- Ensure team contributes to cross organisational projects and work effectively and proactively with all teams
- Ensure direct reports understand, and are committed to ActionAid's mission, vision and values.

#### **Co-ordination & Integrated working:**

- Take a lead role on cross organisational project teams to develop and implement a long term supporter centric community engagement strategy
- Establish cross departmental working and robust communication with key stakeholders working on supporter mobilisation within ActionAid UK.
- Within the team, ensure that work is undertaken alongside key stakeholders (in Policy & Campaigns and Schools & Youth) to develop effective ways of working that mobilise key audiences in their community and support ActionAid's activism strategy
- Ensure that work is undertaken alongside fundraising affiliates to share knowledge and understanding of community engagement

#### **Communication and stewardship:**

- Lead in the support and encouragement to community fundraisers, ensuring they are motivated and thanked for their efforts
- Take a lead role in ensuring that community fundraisers have high quality tools and resources to support their events and activities effectively
- Foster the team to work closely with ActionAid's Supporter Care Team to ensure effective donor support processes and systems are in place
- Foster the team to work closely with ActionAid Country Programme staff to convey inspirational project information and feedback to donors
- Ensure data systems are utilised effectively to record, monitor and evaluate relationships
- Effectively manage complaints, requests and queries within best practice guidelines to provide an excellent supporter experience.

- Ensure supporters are updated with any changes to fundraising best practice, charity law and brand

**Event management and support:**

- Contribute to the overall effectiveness of the Events & Community Engagement Team to maximise engagement opportunities share plans, information and skills
- Act as a spokesperson for the organisation where required (e.g. supporter group workshops, volunteer recruitment events)
- Lead and liaise with other departments to plan and deliver event assets e.g. logistics, marketing, speakers, celebrities
- Recruit and manage volunteers to help with marketing of initiatives
- Delegate/participate in cross team events (e.g. fundraising, campaigning and gala events)

<b>Person Specification</b>	
<b>Knowledge and Experience</b>	
<b><i>Essential</i></b>	<b><i>Desirable</i></b>
Experience of developing community fundraising strategies	Degree level qualification or equivalent
Experience of managing staff or a team	Understanding of charity law and fundraising best practice
Experience of organising and sustaining networks of supporters	Experience of event management or logistics
Project management experience (primarily large, complex projects)	Knowledge of approaches to organising and campaigning
Development of marketing and communications plans	Knowledge of digital engagement and online community building
Experience of building and managing relationships with supporters and suppliers, developing community engagement or volunteers	Experience of using fundraising databases
Excellent and proven fundraising management experience including finance management	An understanding of international development and/or humanitarian relief work
Commitment to ActionAid's mission, vision and values, with a focus on Women's Rights	Experience of establishing and developing successful fundraising products and systems
<b>Skills and Abilities</b>	
Excellent communication (oral and written) and presentation skills	Excellent copywriting skills
Adaptable and flexible with a strong attention to detail	Good working knowledge of risk management
Good meeting facilitation and presentation skills	
Proven ability to articulate complex issues in a compelling and persuasive manner and to present a pitch with confidence	
Strong leadership and mentoring skills	