



Job Description and Person Specification

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.

Job title	Community Fundraising Executive
Contract type	Permanent
Grade/starting salary	Grade 4 £30,886-£33,066 p/a
Reporting to	Community Engagement Manager
Direct reports	None

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 London and Chard in Somerset. The fundraising programme currently raises and 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.

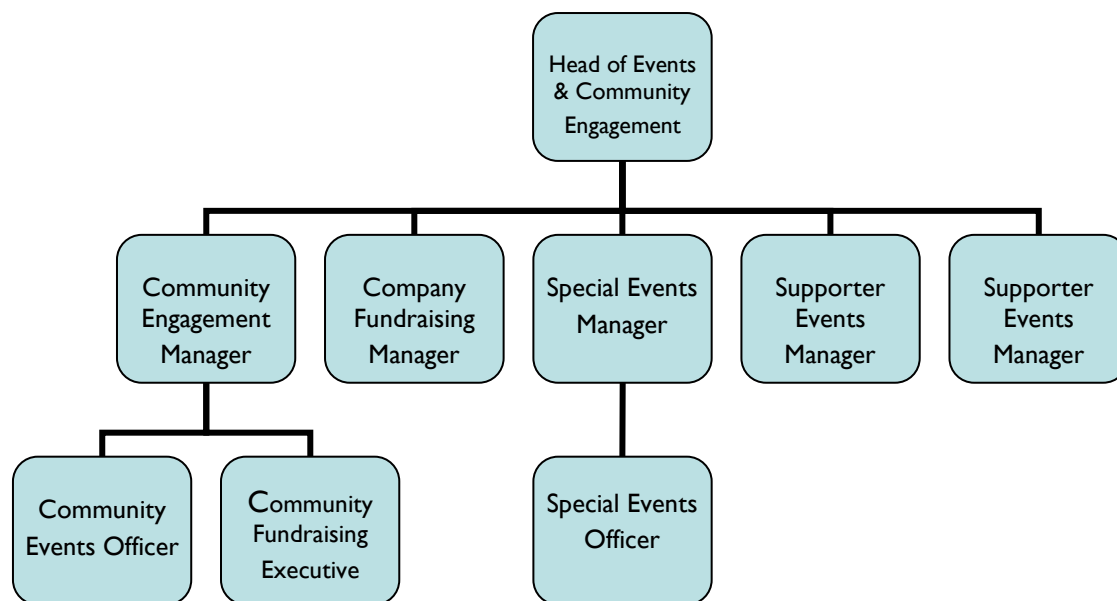
ActionAid was the first UK charity to introduce **child sponsorship** and we continue to develop this as one of our key products along with other ways of attracting **committed gifts**. We have a wide portfolio of **events** that currently involve over 6,000 participants each year. A **major gifts** 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** increases 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

This is a new post created to build capacity within the Events and Community Engagement team and to develop new networks that actively fundraise, campaign and volunteer for Action Aid.

The role will pay specific attention to **developing tailored fundraising tools** and resources and testing new ways of engaging individual supporters and networks in their community, whether that be defined by location, interest or identity. As well as developing existing fundraising tools (e.g. PoverTee Day, Schools Child Sponsorship), the post holder will develop new ways in which supporters can donate their time, money and energy to ActionAid in their community.

The post holder will work closely with cross organisational colleagues to support the organisation’s new engagement approach with particular focus being given to **outreach work**, developing and establishing new networks of support and initiating an integrated approach to volunteering. A key priority will be building on the engagement of existing supporters and established community networks/structures, providing new and relevant ways to further their support and testing propositions that cross traditional fundraising and campaigning boundaries.

Key tasks and responsibilities

Planning and strategy

- Produce a three year plan and budget for the areas of community fundraising you are responsible for and input into ActionAid's community engagement team plan
- Devise and develop audience specific fundraising tools and resources, understanding how these contribute to the wider Community Engagement strategy
- Forecast income and expenditure levels for all areas of responsibility and report on these to the Community Engagement Manager, monitoring against budget and forecast
- Help to develop marketing and communication strategies and propose targets for the recruitment and retention of supporters through national fundraising events
- Work with key stakeholders and external agencies to ensure continuous development and growth of ActionAid's national fundraising event programme
- Meet regularly with line manager to review progress and update plans

Recruitment and raising funds to agreed targets:

- Utilise target marketing and established/new recruitment techniques to promote events, initiatives and volunteer opportunities to regional audiences
- Develop fundraising initiatives (including the PoverTee Day concept) and engagement propositions for local organisations and networks
- Input into developing ways for ActionAid to maximise fundraising and community engagement during emergency appeals, including the creation of an emergency fundraising network
- Work closely with ActionAid's Schools Team to provide fundraising support as required (particularly on the development of Child Sponsorship in Schools)
- With the line manager, utilise data to identify and segment target audiences, capitalise on cross selling opportunities and conduct post event evaluations
- Monitor external market trends to keep up to date with innovative fundraising and marketing techniques and industry best practice

Co-ordination & Integrated working:

- Work as part of 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.
- Work with key stakeholders (in Policy & Campaigns and Schools & Youth) to implement into the development of effective ways of mobilising key audiences in their community and support the implementation of ActionAid's activism strategy
- Work with the communications team to ensure all materials follow ActionAid's production process and are on brand and publicity of supporter activities is maximised
- Work with fundraising affiliates to share knowledge and understanding of community engagement
- Support the Company Fundraising Officer by developing bespoke tools for employee fundraising audiences

Communication and stewardship:

- Provide support and encouragement to community fundraisers, ensuring they are motivated and thanked for their efforts
- Ensure community fundraisers have high quality tools and resources to support their events and activities effectively
- Work closely with ActionAid's Supporter Care Team to ensure effective donor support processes and systems are in place
- 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 with supporters
- Manage complaints, requests and queries within best practice guidelines to provide an excellent supporter experience.
- Ensure that supporter are updated with any changes to fundraising best practice, charity law and brand

Event management and support:

- Contribute to overall effectiveness of the Events & Community Engagement Team to maximise engagement opportunities – sharing plans, information, skills, knowledge and experience
- Act as a spokesperson for the organisation where required (e.g. supporter group workshops, volunteer recruitment events)
- Liaise with other departments to plan and deliver event assets e.g. logistics, marketing, speakers, celebrities
- Mobilise volunteer and organisation wide support of fundraising events
- Recruit and manage volunteers to help with marketing of initiatives
- Attend and participate in cross team events (e.g. fundraising, campaigning and gala events)
- Represent the team on cross departmental projects and at in external forum

Person Specification

Knowledge and Experience

<i>Essential</i>	<i>Desirable</i>
Degree level qualification or equivalent	Experience of developing strategies and plans for supporter/volunteer engagement
Experience of developing marketing and communications plans	Understanding of charity law and fundraising best practice
Experience of project management and leading project teams	Experience of producing risk assessments and implementing best practice event management
Experience of organising and sustaining networks of supporters	Knowledge of approaches to organising and campaigning
Experience of establishing and developing successful fundraising products and systems	Knowledge of digital engagement as a community engagement tool
Experience of fundraising management including fundraising techniques and finance management	Experience of using fundraising databases
Experience of leading, supporting and training	An understanding of international

volunteers	development and/or humanitarian relief work
Experience of event management and logistics	
Experience of building and managing relationships with supporters and suppliers	
Skills and Abilities	
Excellent oral communication and presentation skills	Excellent copywriting skills
Good meeting facilitation and training skills	An ability to articulate complex issues in a compelling and persuasive manner and to present a pitch with confidence