



RECRUITMENT

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**Community Fundraising and Communications
Manager**



FareShare South West
Unit 4 Little Ann Street
St Judes
Bristol BS2 9EB

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www.faresharesouthwest.org.uk
Charity number: 1125905

Dear Candidate

Thank you for your interest in working for FareShare Southwest.

We are part of a national network of FareShare Regional Centres fighting food poverty by tackling food waste. We save perfectly good surplus food destined for waste and redistribute it to frontline Charities and community groups who transform it into nutritious meals for vulnerable people. We rely on the energy and dedication of our volunteers and provide meaningful work experiences and training, combatting social isolation and providing routes back into employment. In 2016 we redistributed enough food for 700,000 meals, saving the equivalent of 173 tonnes of CO2 emissions. But it's about more than meals. The organisations we supply food to - from youth clubs for disadvantaged children, to homeless hostels, community cafes and domestic violence refuges - are places that provide life changing support, as well as lunch and dinner.

If you decide to apply I would invite you to look at our profile on the Charity Jobs website, and send your CV with a covering letter, drawing attention to how you meet the Person Specification.

Application by CV and covering letter must be received by **Wednesday 30th August 2017**

Interviews will be held in central Bristol on **Thursday 7th September 2017**

If you have any questions about this position, please do not hesitate to contact me. I look forward to receiving your application.

Julian Mines
CEO, FareShare Southwest



Job description

Job title: Community Fundraising & Communications Manager

Reporting to: CEO

Salary: £20,000 to £25,000

Hours: 37.5 hours per week

Responsible for: Volunteers and freelance Fundraiser

Purpose of the post:

Working with the CEO and freelance Fundraiser, plan, develop and deliver FareShare Southwest's (FSSW) fundraising and communications strategy, engaging with our local communities and key stakeholders, and building a network of organizations, groups and individuals committed to supporting our work through fundraising activities.

Duties & Responsibilities:

Strategic Development:

- Develop and maintain the annual Fundraising and Communications strategy as a part of the business plan for FSSW
- Develop fundraising proposals and keep up to date with monitoring the status of grants and relationships with funders
- Establish and develop new funding ideas and strategies
- Analyse fundraising performance against targets and KPI's, and report on progress

Build and maintain strong fundraising relationships

- Provide support to existing supporters and donors, encouraging repeat or on-going activity
- Proactively seek new fundraising support in the local community
- Build relationships with local community groups and give talks where possible to encourage their support and adoption of FSSW activities
- Represent the charity confidently in a range of formal and informal settings
- Provide excellent supporter service to enquiries from members of the public, via phone, mail and in person, and encourage their support
- Promote FSSW fundraising activities to new supporters including workplaces, corporates, schools/universities, clubs and organisations
- Provide fundraising support to local branches of companies supporting FSSW at a regional level
- Build relationships with FSSW's staff and volunteers and support their initiatives
- Proactively use the fundraising database to develop and manage supporter relations

Develop & maintain a Community Fundraising Group, individual donors and cash appeals

- Develop a network of community and volunteer fundraising groups and individual supporters
- Provide excellent stewardship and on-going support to this network
- Identify, research and form new fundraising groups in the community by organising community days and meeting potential volunteers face to face
- Design and manage cash appeals and fundraising campaigns
- Provide excellent supporter care to all donors via phone, writing, and in person, building lifetime supporters
- Create/deliver/participate new/existing fundraising events

Corporates, grants, trusts and foundations

- Research, identify and cultivate relationships with prospective corporate supporters
- Devise and implement strategies for securing new partnerships with local companies/organisations
- Support CSR events with a view to cultivating long term fundraising relationships
- Support the external freelance Fundraiser delivering small scale requests for funds to small/medium sized trusts/foundations
- Research sources of new funding and support the CEO in submitting applications to trusts/foundations
- Maintain a database of donors/activity, ensuring records are up-to-date and reporting on progress against targets

Communications

- Provide communications support across all FSSW functions and to all stakeholder constituencies
- Create/support/manage communications campaigns at a local level
- Manage the agreed community fundraising elements of Fare Share's national campaigns
- Build relationships with the local media including press, radio and digital, to gain coverage for FSSW, working in partnership with FareShare Head Office
- Manage communications materials/platforms to ensure positive FSSW stories and messages are being delivered
- Support/manage stakeholder engagement activities, maintaining relationships with FSSW Patrons, supporters, FareShare UK, and members
- Create and deliver an annual volunteer recruitment plan to grow numbers of volunteers in dedicated roles
- Work with the FSSW community food membership to increase awareness of and support for FSSW member activities.
- Oversee website/social media platforms to support all FSSW activity

Administration/General

- Contribute to and deliver against annual budgets, targets and plans
- Monitor on-going performance against agreed plans
- Provide CEO with timely updates on performance and produce a monthly fundraising report
- Contribute to the preparation of annual budgets and plans
- Ensure that accurate and up to date financial and supporter records are maintained and are accessible
- Provide reports and information about activity, performance, supporters, volunteers etc. as necessary and upon request
- Work within national FareShare policies, procedures and adhere to legal frameworks
- Receive, record, bank and process income in accordance with FSSW policies and procedures
- Undertake administrative duties as required
- Ensure all fundraising activity is carried out in accordance with Charity Law, Fundraising Codes of Practice, and Data Protection

HR and Health & Safety:

- Take overall responsibility for health & safety and food safety within the project
- Responsible for the welfare of staff and volunteers, including reviewing policies and risk assessments and ensuring correct procedures are adhered to

Person Specification

Criteria	Essential	Desirable	Evidence
Skills / Abilities	<ul style="list-style-type: none"> ▪ Able to provide good stewardship to supporters ▪ Able to understand volunteer needs and motivations and develop them ▪ Excellent interpersonal/networking skills ▪ Communication and presentation skills ▪ Able to build and maintain good working relationships with people ▪ Able to prioritize, plan and organise own workload ▪ Able to work to targets, plans and budgets ▪ Excellent IT skills including word processing, email and data recording/database use 	<ul style="list-style-type: none"> ▪ Excellent communication, influencing and negotiation skills ▪ Able to plan and organise activities and campaigns, including marketing/PR ▪ Sound information gathering and analytical skills. ▪ Customer relationship/Database management 	CV/ Interview/ Presentation
Knowledge	<ul style="list-style-type: none"> ▪ Good knowledge of fundraising principles, methods and procedures ▪ Awareness of how to motivate and support volunteers, supporters etc. ▪ Knowledge of fundraising operational procedures (e.g. health & safety, financial, volunteer etc.) ▪ Knowledge of how to use media to promote fundraising. 	<ul style="list-style-type: none"> ▪ In depth knowledge of fundraising methods and procedures ▪ Good marketing, PR etc. principles ▪ Understanding of strategic planning. ▪ Working knowledge of legislation affecting fundraising 	Interview/ Presentation
Qualifications training and education	<ul style="list-style-type: none"> ▪ Five GCSE's (grade C or above) or equivalent, including English and Mathematics OR ▪ Demonstrable literacy and numeracy. 	<ul style="list-style-type: none"> ▪ Educated to degree level or equivalent ▪ Holds or working towards a relevant professional qualification ▪ Member of a relevant professional body. 	CV/ Certification
Experience	<ul style="list-style-type: none"> ▪ Has experience of recruiting and managing volunteers and fundraising groups ▪ Has raised funds in a community setting on a paid or voluntary basis or has worked in a related discipline (e.g. PR, marketing, sales, project management etc.) ▪ Has provided fundraising ideas and advice to supporters ▪ Has worked as part of a team ▪ Experience of setting and working to budgets, targets and plans ▪ Experience of co-ordinating collections ▪ Has engaged different audiences in fundraising activity e.g. workplace, schools ▪ Has worked with local press/media and has done press releases, photo ops etc. 	<ul style="list-style-type: none"> ▪ Has successfully managed an income and expenditure budget ▪ Has experience of implementing national campaigns at a local level. ▪ Has organized events and campaigns ▪ Use of social media and website 	CV/ Interview
Other requirements	<ul style="list-style-type: none"> ▪ Car owner/driver ▪ Holds full UK License ▪ Need to work evenings and weekends as required 		