

Job Description

Job Title:	Community and Challenge Fundraising Manager
Location:	Head Office, Provincial House, 37 New Walk, Leicester LE1 6TE
Team:	Fundraising and Communications
Reports to:	Director of Fundraising and Communications
Salary:	£30,000 FTE
Hours:	Full time (37 hrs pw)

Purpose of Job

To effectively engage and mobilise the community of Leicester, Leicestershire and Rutland to raise funds through Vista's portfolio of community and challenge activities and initiatives.

Main Responsibilities:

1. Strategic planning and portfolio development:
 - With the support of the Director of Fundraising and Communications, develop and implement the community and challenge fundraising strategy.
 - Develop new and innovative fundraising opportunities to attract participants and donors.
2. Manage and deliver the community and challenge fundraising portfolio:
 - Organise and manage all aspects of community and challenge fundraising including (but not limited to) marketing, logistics and donor care.
 - Set, monitor and report against fundraising income and expenditure targets and other key performance indicators. Taking pro-active steps to ensure targets are met.

3. Community engagement and donor relations:

- Cultivate new relationships with individuals, groups, schools and businesses to secure donations. Working closely with our charity shops and service delivery teams to identify opportunities.
- Nurture and steward relationships with donors to support long term engagement with Vista.
- Understand the motivations of our supporters and use these supporter insights to drive portfolio development.

4. Marketing and promotion of our community and challenge fundraising:

- Develop and implement marketing campaigns to promote fundraising activities and initiatives.
- Utilise social media and other digital platforms to increase awareness and engagement.
- Manage community and challenge website content and fundraising marketing materials to ensure they are up to date and speak to the motivations of our supporters.

5. Volunteer coordination:

- Recruit, train, and manage volunteers to assist with fundraising activities and initiatives. Working collaboratively with the Services teams to build a network of volunteers and ambassadors.

6. Administrative duties:

- Keep Charity Log (our database) up to-date to ensure key information is recorded in-line with GDPR and Vista policies.
- Keep up to date with current fundraising regulations relevant to challenge and community fundraising.

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Person Specification:

Vista is an equal opportunities employer and welcomes applications from all candidates irrespective of race, age, gender, sex, gender identity, sexual orientation, religion or belief, or marital or civil partnership status.

Essential Criteria:

1. Fundraising experience:
 - Minimum two years' experience of community or challenge fundraising.
2. Communication Skills:
 - Strong verbal and written communication abilities to effectively convey messages to diverse audiences. Including an awareness of accessibility requirements of people with sight loss.
 - Ability to create compelling narratives that inspire and motivate donors and volunteers.
3. Relationship-Building:
 - Proficiency in building and maintaining relationships with donors, volunteers, and community members.
 - Empathy and understanding to connect with people on a personal level.
4. Organisational Skills:
 - Excellent planning and organizational skills to manage multiple activities and initiatives simultaneously
 - Attention to detail to ensure all aspects of fundraising and communications are executed smoothly.
 - Highly proficient in the use of databases; recording information accurately, designing and using reports to check information and used insights to drive improvements
 - Enjoys working in a role with varied tasks and working across departments; able to prioritise busy workloads, anticipate demands and ease busy periods
5. Marketing and Promotion:
 - Experience in developing and implementing marketing plans to promote fundraising activities.
 - Familiarity with digital marketing tools and social media platforms to reach target audiences.
6. Financial Management:
 - Basic understanding of budgeting and financial management to track fundraising income and expenses.
 - Ability to analyse financial data to measure the success of fundraising activities.
7. Problem-Solving:

- A can-do approach and ability to work independently.
- A pro-active approach to problem solving, identifying and actioning improvements to processes and ways of working.

Additional desirable criteria

- Personal experience of sight loss and/or a commitment to Vista's cause and values.