



Job Title:	Community Fundraising Coordinator		
Reporting to:	Community Fundraising Manager	Job Band:	Band 5
Direct Reports:	0	Size of Team:	21

To deliver community fundraising initiatives across the geographical area. To provide a high standard of stewardship to key individuals, units and fundraising groups to secure and increase levels of income and support. Advise fundraising volunteers and supporters on all legal requirements, fundraising policies, regulations and ensure that activities meet the St John Ambulance brand perspective. To recruit and retain new volunteers with a fundraising focus.

Key Responsibilities

- Developing and maintaining sustainable relationships with supporters in local communities – adding value to their relationship with SJA, motivating them to maintain and increase their support
- Coordinating activities in the region in order to achieve agreed budgets, deadlines and stewardship levels
- Recruiting, inducting, training/coaching, retaining and supporting volunteers in line with the volunteer strategy
- Building relationships internally and externally to develop opportunities and prospects to support the SJA fundraising strategy and regional objectives and create new funding opportunities.
- Prepare and administer correspondence and relevant paperwork and ensure maintenance of full and accurate database (Raisers Edge) records. Maintaining accurate records, analysing financial and non-financial data to monitor and improve performance and mitigate risk
- Develop a calendar of activity across the whole region, including organising fundraising events across a wide spectrum from coffee mornings to large scale events.
- Monitoring and feedback on local intelligence in order to inform future product development that will benefit fundraising for SJA
- Work closely with other teams to optimise the impact of SJA throughout England (e.g. Events, Corporate, Individual Giving, Door to Door/Face to Face, Brand and communications)
- Liaising with external organisations and local authorities to obtain permissions and licences as required, keeping fundraising legal.
- Analysing and proactively managing area development in order to achieve agreed targets
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

You will

- Need the ability to work on own initiative and be an active and supportive team member
- Have willingness to adapt and learn new skills
- Be willing to travel within the region with some national travel required and with full driving licence and access to a vehicle
- Have the passion, energy and drive to inspire others and to deliver income growth
- Need to undertake evening and weekend work



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Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level (Grade C) or equivalent inc. Maths & English	✓	
Experience		
Experience of recruitment, supporting and managing volunteers		✓
Experience of maximising income from community fundraising streams	✓	
Experience of using fundraising databases such as Raiser's Edge		✓
Experience of working within a successful fundraising environment	✓	
Experience of researching trust/foundations and evaluating their propensity to give	✓	
Skills, knowledge and abilities		
Excellent interpersonal skills with ability to communicate effectively at all levels	✓	
Ability to use Microsoft® applications at intermediate level	✓	
Ability to inspire others in the achievement of their goals	✓	
Ability to prioritise a varied workload effectively in order to meet deadlines	✓	
Good knowledge of fundraising standards and guidelines	✓	
Good knowledge of SJA operations (products and services)		✓

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: KH

Date of preparation: 10/2016