
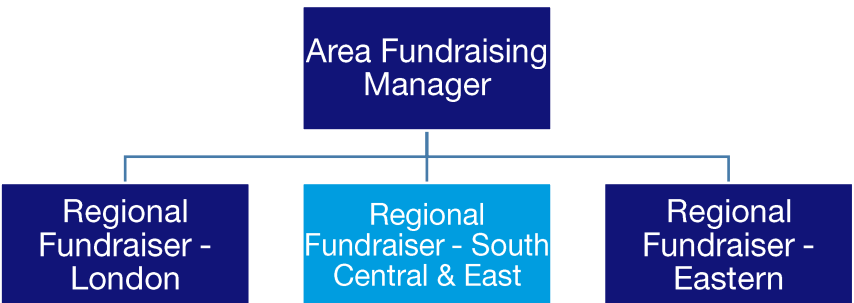


<p>Job Title Regional Fundraiser</p>	<p>Directorate and team This role sits in the Community & Events Team in the Fundraising Directorate</p>
<p>Key focus of the role To increase the contributions of individuals, groups and companies by developing and maintaining relationships with existing supporters, whilst exploring new fundraising opportunities from various sources and inspiring new supporters to raise money</p>	<p>Department</p>  <pre> graph TD FD[Fundraising Directorate] --> IG[Individual Giving] FD --> CE[Community & Events] FD --> PP[Partnerships & Philanthropy] style CE fill:#00AEEF,color:#fff </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Meet income and expenditure targets Forge collaborative relationships to raise awareness of the charity's work, aims and goals Support the management team in implementing the Community Fundraising Strategy 	<p>Job and reporting Line</p>  <pre> graph TD AFM[Area Fundraising Manager] --> RFL[Regional Fundraiser - London] AFM --> RFC[Regional Fundraiser - South Central & East] AFM --> RE[Regional Fundraiser - Eastern] style RFC fill:#00AEEF,color:#fff </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: Full-time (35 hours) Salary Range: Band 6 	
<p>Key working relationships internal The rest of Community and Events team, Regional Heads and wider Operations team, Volunteer Development team, Media team, Volunteers</p>	
<p>Key working relationships external Individual supporters, Organisations (corporates, schools, clubs and associations), Healthcare Professionals, Local Media, General Public, Staff of other major charities</p>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Building external relationships	Communicating with others	Collaborating with colleagues	Managing and developing self
<ol style="list-style-type: none"> 1. Manage supporter relationships with a value of £1k+ to maximise potential for income growth and other opportunities 2. Participate in cross-charity networking and working groups to ensure we are ahead of the curve and benefitting from sector knowledge and trends 3. Be proactive in your region with fundraising approaches and opportunities as they arise 4. Communicate effectively via phone, email, mail, face-to-face and through digital channels i.e. social media 	<ol style="list-style-type: none"> 5. Tailor and write communications for a variety of audiences, including volunteers, corporates, schools and community groups 6. Present to a variety of audiences both face-to-face and virtually 7. Provide an exceptional level of supporter care, resulting in long-term relationships with Diabetes UK 	<ol style="list-style-type: none"> 8. Participate in project groups and workstreams to ensure the Community Fundraising and organisational strategies are met 9. Form positive relationships with Regional and National teams to align planning and priorities for success 10. Work with the volunteer development team to support Local Groups with their fundraising, and engage volunteers with fundraising activity 11. Collaborate with the events team to maximise opportunities to cross-promote fundraising activities and drive income higher 	<ol style="list-style-type: none"> 12. Keep abreast of community and events sector trends and successes 13. Maintain knowledge of the latest charity law and fundraising regulations 14. Commit to continual self-development and learning appropriate to the role

Skills, knowledge, experience and behaviours – How you need to do it

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Building external relationships	Communicating with others	Collaborating with colleagues	Managing and developing self
<ol style="list-style-type: none"> 1. Influence community fundraising supporter's to increase income and lifetime value 2. Seek solutions to improve a supporter's experience with Diabetes UK, always putting the supporter first 3. Proactively develop relationships with local corporates and other organisations 4. Use the database proactively to develop and manage supporter relationships 	<ol style="list-style-type: none"> 5. Respond clearly and promptly to enquiries from the public, volunteers, fundraisers (by phone, e-mail, mail, virtually and in person) and provide an exceptional level of supporter care in Diabetes UK tone of voice 6. Create persuasive presentations, applications and letters of support tailored to the appropriate audience 7. Manage relationships through the most appropriate communication channel, to develop a mutual understanding 	<ol style="list-style-type: none"> 8. Build a mutually-beneficial relationship with Regional and National teams to direct your regional fundraising activity and time appropriately, resulting in improved supporter acquisition and income growth 9. Participate and volunteer for project workstreams for both the community fundraising team and organisation wide 10. Support the events team with supporter stewardship (via telephone and digital channels) and event attendance 11. Share successes and feedback to the community fundraising team to contribute to team-wide development and opportunities 	<ol style="list-style-type: none"> 12. Look for opportunities to learn more about diabetes both internally and externally 13. Identify personal areas for improvement and various ways to update your knowledge and skills, including digital skills 14. Actively participate in sector networking and training opportunities 15. Maintain knowledge of community fundraising methods, with particular emphasis on hybrid fundraising (in-person and virtual)
<p>Qualifications – Qualifications you need to carry out this role</p>			
<p>Valid driving license preferred.</p>			