

Job Title: Regional Fundraiser East Midlands

DIRECTORATE:	Engagement and Fundraising
SECTION:	Community and Events Fundraising
REPORTING TO:	Area Fundraising Manager
CONTRACT:	12 month fixed term contract (maternity cover)



WORKING RELATIONSHIPS:

Inside Diabetes UK
Fundraising Directorate, The rest of Community and Events team, Regional Heads/ National Directors and wider Operations team, Volunteer Development team, Media team, Marketing and Creative Services, Digital, Voluntary groups, Volunteers
Outside Diabetes UK
Individual supporters, Organisations (corporates, schools, clubs and associations), Healthcare Professionals, Local Media, General Public, Staff of other major charities

OVERALL PURPOSE OF THE JOB

Your remit is 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.

You'll need to be able to network, since success in the role depends heavily on being able to forge positive relationships both within and outside of Diabetes UK. Another key area of your role will be to raise awareness of the charity's work, aims and goals.

MAIN DUTIES AND RESPONSIBILITIES:

Budgets and targets

- Deliver income, expenditure and participant targets by delivering the Community Fundraising strategy in the region
- Maintain accurate and up to date financial and supporter records and ensure these are accessible and follow organisational guidelines
- Provide real-time reporting information about activity and performance as necessary and upon request

Generating fundraised income

- Build and maintain relationships with existing and prospective supporters in the region through face-to-face meetings, events, phone and email communication
- Respond to enquiries from the public, volunteers, fundraisers (by phone, e-mail, mail and in person) and provide an exceptional level of supporter care, resulting in long-term relationships with Diabetes UK
- Develop income from local corporates and other organisations, working with the Central Office team
- Build relationships with Diabetes UK beneficiaries and people affected by diabetes, using local opportunities (Family Days, Care Events, Living with Diabetes days, Diabetes Voices etc.).
- Use the database proactively to develop and manage supporter relationships
- Support donors and fundraisers who are giving In Memory

Volunteer-led fundraising

- Work with Voluntary Groups to support fundraising activities
- Work with the Volunteer development team to recruit and engage volunteers to support our fundraising activities

Marketing and promotion

- Work with the Communications team to market and promote activity to local media, publications, social and digital media

- Develop 'Your Way' stories for the Diabetes UK Website and internal communication channels

Other

- Represent Diabetes UK at external events and attend supporter, volunteer and other events as required (this will involve some evening and weekend work)
- Recruit and supervise volunteers

PERSON SPECIFICATION:

The best person for this job will be able to:

- Work independently, manage workload and use initiative to get things done
- Deliver work activity in a highly organised and methodical way
- Demonstrate strong written and verbal communication using a variety of channels including, phone, e-mail, mail and face to face
- Present to groups confidently
- Commitment to customer care and relationship development
- Work under pressure and to meet deadlines
- Work as part of a team
- Show excellent numeracy and literacy skills
- Show an understanding of diabetes and the issues surrounding the condition
- Maintain a positive, solution focussed attitude to work
- Demonstrate an understanding of and commitment to equal opportunities
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The best person for this job will have experience in:

- Building and maintaining supporter or customer relationships
- Fundraising, ideally in a charity environment
- Recruitment and management of volunteers
- Marketing of events and products
- Creating and managing income and expenditure budgets
- Financial reporting
- Collaborative working across departments to achieve organisational goals
- Using a database
- Using Microsoft Office

The best person for this job will be:

- Educated to Degree level or have equivalent experience
- Able to work out of office hours during evenings and weekends
- A car owner in possession of a valid driving licence
- Ideally will have a fundraising qualification