

Job Title: Regional Fundraiser London and South Central (maternity cover)



DIRECTORATE:	Engagement and Fundraising
SECTION:	Community and National Events Fundraising
REPORTING TO:	Laura Crow
CONTRACT:	Temporary

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

- To deliver income, expenditure and participant targets by delivering the Community Fundraising strategy in a geographically defined area
- To support local, regional and national fundraising activities and events
- To build lasting relationships with individuals and groups who are fundraising for Diabetes UK
- To promote and deliver selected events, and to support the Events team with event marketing, recruitment and delivery
- To support Diabetes UK Local Groups and volunteers to fundraise, and to establish new groups
- To deliver fundraised income by working with local corporates/SMEs, schools, clubs and associations
- To work with the central office team to ensure a consistent delivery of message, activity and materials
- To work with the Regional and National offices to build collaborative working relationships
- Ensuring that accurate and up to date financial and supporter records are maintained and accessible, and follow organisational guidelines

MAIN DUTIES AND RESPONSIBILITIES:

Budgets and targets

- To deliver income, expenditure and participant targets by delivering the Community Fundraising strategy in the region
- Ensuring that accurate and up to date financial and supporter records are maintained and accessible, and follow organisational guidelines
- To provide real-time reporting information about activity and performance as necessary and upon request

Generating fundraised income

- Build and maintain lasting relationships with existing and prospective supporters in the region through face-to-face meetings, events, phone and email communication
- Responding to enquiries from the public, volunteers, fundraisers (by phone, e-mail, mail and in person), providing 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
- Working with the rest of the organisation to 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.).
- Proactively using the database to develop and manage supporter relationships
- To support donors and fundraisers who are giving In Memory

Volunteer-led fundraising

- Working with Voluntary Groups to support fundraising activities
- With the Volunteer development team, recruiting and engaging 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

- Building collaborative working relationships with and delegating effectively to the Fundraising Coordinators
- Building collaborative working relationships with all areas of the organisation, and in particular the regional and national offices
- Undertaking administrative duties as required
- Represent Diabetes UK at external events and attending supporter, volunteer and other events as required (this will involve some evening and weekend work)
- Recruiting and supervising or assisting with the recruitment and supervision of the work of volunteers
- Perform other tasks as required by the Area Fundraising Manager to achieve the overall objectives of the team and Diabetes UK.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Work independently, managing their own workload and taking the initiative to get things done
- Be highly organised and methodical
- Have strong communication written and verbal skills using a variety of channels including, phone, e-mail, mail and face to face
- Be able to present to groups confidently
- Have a commitment to customer care and relationship development
- Work under pressure and to meet deadlines
- Work as part of a team
- Excellent numeracy and literacy skills
- Have an understanding of diabetes and the issues surrounding the condition
- Maintain a positive, solution focussed attitude to work

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 on a minimum of 15 occasions per year
- A car owner in possession of a valid driving licence
- Ideally will have a fundraising qualification
- Have an understanding of and commitment to equal opportunities