

Job Description

|  |
| --- |
| **key information** |
| **Post:** | **Fundraising Lead** |
| **Salary/pay:** | £25,875 for 30 hours per week, full-time equivalent salary is £31,051 |
| **Hours and location:**  | 30 hours per week (option of 4 or 5 day week) – fixed term until end of March 2025 when it will be reviewed. You will be based at our office in Burpham, Guildford with the option of being home based for 1-2 days a week dependent on work pattern. You will need to work flexible hours in order to engage a wide range of partners and stakeholders. This includes planned evening and weekend work. |
| **Responsible to:**  | Marketing and Communications Manager |

**JOb purpose**

As our Fundraising Lead, within our Marketing and Communications team, you will be responsible for building and maintaining partnerships that increase income and diversify funding with local community organisations, businesses and other bodies.

This new position requires a dynamic self-starter with excellent communication and networking skills, capable of developing relationships that will support Action for Carers deliver services and support for unpaid carers. Engaging with a wide range of stakeholders you will drive fundraising efforts, community engagement, gifts in-kind, volunteer engagement and awareness raising.

**MAiN DUTIES AND RESPONSIBILITIES**

**1. Partnership Development**

* Develop a partnership engagement strategy that raises the profile of Action for Carers with local businesses, community groups, education providers and other stakeholders.
* Identify, cultivate, and maintain relationships with community and corporate partners that support fundraising, gifts-in-kind and volunteer engagement.
* Act as the primary point of contact for community and corporate partners, ensuring effective communication and relationship management.
* Promote the role of carers with external partners.

**2. Fundraising and Sponsorship**

* Explore and promote opportunities for sponsorship, donations and corporate giving, aligning with the charity's mission and values.
* Support fundraising events and activities undertaken by community and corporate partners, groups and individuals advising on how to maximise impact and providing access to materials and resources.
* Work with managers to develop an organisational fundraising strategy.
* Support the finance manager to develop and write bids and grant applications for projects.

**3. Community and Volunteer Engagement**

* Working in partnership with the Volunteer and Engagement Co-ordinator lead to engage with local communities to raise awareness of the charity's programs and initiatives and increase our volunteer base.
* Organise community outreach events, workshops, and information sessions to build relationships and encourage support.

**4. Networking and Advocacy**

* Represent the charity at networking events, conferences, and community forums to develop partnerships and promote Action for Carers.
* Build relationships with other nonprofit organisations and key stakeholders to leverage resources and support collaborative initiatives.
* Stay informed about relevant industry trends, best practices, and funding opportunities to enhance the charity's partnership strategies.

**5. General**

* To promote and adhere to our values – Focus, Inclusion, Respect and Excellence.
* Attend mandatory training identified by ACS.
* Ensure all work with young carers meets current legislative requirements, good practice and is line with ACS policies and procedures, in particular to understand the responsibilities in the role in relation to safeguarding, confidentiality and data protection.
* Work in accordance with the ACS Code of Conduct and to understand and implement policies, standards and procedures of ACS.
* To attend and contribute at team meetings, supervision, area meetings and core ACS/SYC training.

 Personal Specification

|  |  |
| --- | --- |
| **Experience** | **Essential or Desirable** |
| Working in community engagement, business development, or similar role | Essential |
| Experience in identifying, supporting and growing relationships with corporate partners and/or community groups | Essential |
| Organising events and engagement activities | Essential |
| Using social media to drive engagement | Desirable |
| Experience of developing and writing bids for grants and funding | Desirable |
| **Education & knowledge** | **Essential or Desirable** |
| Level 3 qualification or higher (or relevant experience) in a related area e.g. marketing, fundraising, community engagement, business development etc. | Essential |
| Knowledge of developing stakeholder engagement plans / strategies (preferably in the not-for-profit or charitable sectors) | Essential |
| Knowledge of effective practice in fundraising and community engagement to maximise income | Desirable |
| **Abilities**  | **Essential or Desirable** |
| Confident in delivering engaging presentations and activities to diverse groups of stakeholders | Essential |
| Able to work independently and manage own time, priorities and workload | Essential |
| Creative and innovative approach to engaging partners and stakeholders with willingness to try new initiatives | Essential |
| Building and sustaining meaningful partnerships that add value for both parties | Essential |
| **Personal qualities** | **Essential or Desirable** |
| Outgoing and engaging personality, comfortable to work across a range of communities and partners | Essential |
| Commitment to the mission and values of Action for Carers | Essential |
| Good existing networks and connections to support income and partnership development | Desirable |
| **Other** | **Essential or Desirable** |
| Able to transport equipment and materials associated with the role e.g. gazebo, printed literature. Current driving license and use of a road worthy vehicle\* | Essential  |
| Able to work flexible working hours to include evening and weekend work to meet needs of role e.g. attending community meetings out of normal office hours. | Essential |

\*This is because this role involves travelling within Surrey to areas which have infrequent/irregular public transport. If appointed to the role, you must also purchase ‘business cover insurance’ for your car.