



# Amnesty International UK

<b>JOB TITLE</b>	Community Groups Fundraiser
<b>TEAM</b>	Social Giving and Retail
<b>DEPARTMENT</b>	Fundraising
<b>REPORTS TO</b>	Community and Event Fundraising Manager
<b>RESPONSIBLE FOR</b>	Volunteers
<b>SCALE</b>	
<b>HOURS PER WEEK</b>	35

## OVERALL PURPOSE OF THE JOB

To maximise net income from community groups (groups organising their own fundraising) in aid of Amnesty International UK (AIUK). This includes established AIUK groups and networks and external community organisations.

As well as maximising existing relationships, this role will identify and engage new external community groups in raising funds for AIUK.

The main performance of the holder of this post will be evaluated on their:

- Delivery of agreed fundraising (financial and supporter engagement) targets and projects.
- Delivery of work in accordance with: AIUK fundraising policy, procedure and our supporter promise.

## MAIN RESPONSIBILITIES:

### Strategy and planning

1. To input into the wider strategy and programme for community and event fundraising and take the lead on the contribution of community groups.
2. To use innovation and awareness of the market to develop new sources of income from community groups.
3. To set, with line management, the annual income targets and expenditure budgets and associated performance KPIs and to take responsibility for achieving these.

### Operational and Resource Management

4. Responsible for the delivery of the Community Group operational plan operating within appropriate financial, management and other controls and to monitor report and act on performance variances, developing appropriate contingency plans.
5. Proactively identify and develop new relationships with fundraising community groups both within AIUK and externally to meet required targets, generating and qualifying leads as appropriate.

6. Responsibility for all areas of project management for community group fundraising.
7. Manage relationships with community fundraising groups, responding to needs and seeking long-term, repeated fundraising contribution and delivering excellent donor stewardship.
8. Develop fundraising products, communications and stewardship-to engage community groups in raising funds for AIUK's work and helping them set and achieve their targets.
9. Liaise with the community organising team, to ensure approaches to AIUK community groups are integrated and that campaigning and fundraising asks complement each other and that the fundraising potential is maximised.
10. Advise community groups on how to fundraise in compliance with AIUK fundraising policy and procedure, including data protection, and with relevant legislation and regulation, including the Fundraising Code of Practice.
11. Share the resource of the Team Assistant with the rest of the Community and Event Fundraising team, coaching and supporting as required.
12. Recruit, lead, manage, train and motivate any volunteers as required.

#### **External environment, relationships and networking:**

13. Maintain good working relationships with leading activists and those outside the organisation who are necessary to the success of this role.
14. Network within the charity sector to seek opportunities to learn from others, to innovate and to enhance AIUK's community and event fundraising programme.
15. Represent and act as advocate for, AIUK at relevant forums and organisations and ensure the organisation's values and aims are effectively communicated and represented.

#### **Health and safety**

16. Manage the health and safety of any volunteers, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision.
17. Providing advice to community groups to ensure that Health and Safety is considered when planning their fundraising activities.
18. To take responsibility for their own health, safety and welfare, comply with AIUK health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.

#### **Other**

19. Take responsibility for maintaining, reviewing and updating documented fundraising procedures for which your role is the nominated procedure administrator.
20. To undertake any relevant duties or projects delegated by the line manager which are in line with the responsibilities of the post.

<b>PERSON SPECIFICATION</b> <b>Job Title: Community Groups Fundraiser</b>	
<b>ESSENTIAL CRITERIA</b>	
<b>Experience</b>	Experience of working with community groups to raise substantial income for voluntary organisations.
	Experience of developing plans and work streams to deliver income.
	Working knowledge of fundraising databases and ability to analyse and interpret data to inform decision making.
	A track record of meeting financial targets.
	Experience of motivating others to generate income.
	Experience of adopting an audience led approach and changing materials and approach for different audiences.
	Experience in managing significant budgets and regularly reporting on these.
	Experience of planning, managing and evaluating projects.
	Demonstrable experience of successfully building long-term relationships with a range of supporters and volunteers.
<b>Skills</b>	Ability to motivate, inspire and influence a range of people at different levels and from different backgrounds.
	Confident communication skills on the telephone, in writing and in person which are clear, persuasive and generate income.
	Ability to change approach for different audiences to ensure a successful outcome.
	Strong networking skills and proven ability to build long-lasting relationships.
	Skilled in recognising potential opportunities and innovations for generating income.
	IT literate
	Excellent planning and project management skills including the ability to prioritise own work and manage conflicting deadlines and solve problems
	Ability to work as part of a team.
<b>Values and behaviours</b>	Commitment to help deliver the aims and objectives of AIUK.
	Commitment to equality and diversity
	Commitment to deliver a community group fundraising programme that enhances the brand reputation of AIUK and complies with policy, regulation and legislation.
	Ability to work unsocial hours on an occasional basis, usually scheduled in advance, and/or occasionally to stay away from home overnight (overnight stays would be scheduled in advance).