

# Amnesty International UK



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

## OVERALL PURPOSE OF THE JOB

The Community Fundraising (CF) Team raises funds through marketing a wide range of fundraising products and sponsored events and supporting participating individuals through their fundraising.

As a member of the Community Fundraising Team you will help support a variety of initiatives that facilitate our supporters to raise funds towards Amnesty International's (AIUK's) work.

The Community Fundraising Team are responsible for Amnesty International UK's sponsored event portfolio (running, cycling, trekking), all community fundraisers (individuals, schools, universities, faith organisations), In Memory Fundraising and official Amnesty Groups (Local, Youth & Student).

The post holder will help maintain and further develop team systems. He/she will be a point of liaison with external suppliers and partner organisations and co-ordinate the work of CF with multiple key teams at Amnesty including colleagues in Digital, Design, Campaigning, Finance, Supporter Care and Senior Management.

## MAIN TASKS:

1. To be a main point of contact for community fundraisers, supporters and potential supporters enquiring about our work.
2. To work within and develop administrative systems to support the effective operation of the CF Team.
3. To keep accurate and up to date records, including financial records for example on community fundraisers and events, to support the work undertaken by the CF Team, ensuring these are readily accessible.
4. To work with the Supporter Care and Database Marketing Teams to ensure analysis requirements of community fundraising projects and correct allocation of donations to budget lines are met and to ensure community fundraiser donations and details are recorded accurately and in a timely fashion.

5. To collect, research, produce and update information from a variety of sources for use in various CF activities e.g. publication copy, website updating, social network development and design of community fundraising materials.
6. To support other CF team members with the production and administration of community fundraising materials and the sending of materials to supporters in a timely manner as and when required.
7. To send thank you letters to supporters who have raised money for AIUK and report back on these activities through various AIUK media channels – print, e-newsletter and web-based.
8. To liaise and negotiate with other organisations, external suppliers, Amnesty National Sections and AIUK Regional Offices to establish contacts and ensure a mutual exchange of information. This work will include attendance at meetings and membership of related bodies.
9. To manage and develop areas of work within the CF programme, including maintaining existing projects and researching new income streams thoroughly and preparing risk analyses. Once ideas have been agreed, to plan and manage new projects through to completion in conjunction with the CF Manager.
10. To work closely with colleagues in the Digital, Design, Campaigning, Finance and Supporter Care Teams on cross organisational projects and to produce promotional and advertising copy and materials that ask people to raise funds and take action.
11. To play a key role in the recruitment, training and management of a small team of volunteers who support the whole CF Team and its work.
12. To attend external meetings, exhibitions and events as a CF representative at various events both in London and the Regions.
13. To assist with the organisation of events (including responsibility for risk assessments), meetings, workshops and other activities.
14. To work with the CF Manager and other CF Coordinators to develop and achieve Team objectives and plans.
15. To take responsibility for their own health, safety and welfare, comply with AIUK Health & Safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
16. To deliver all aspects of this job description in accordance with AIUK's Equality and Diversity Policy.
17. To undertake any other relevant duties or projects delegated by the line manager in line with the responsibilities of the post.

January 2017

PERSON SPECIFICATION Community Fundraising Coordinator	
ESSENTIAL	
<b>Experience</b>	Demonstrable experience supporting participants and administration within a community fundraising or sponsored event setting.
	Demonstrable experience of successfully marketing fundraising products, including advertising and use of social media.
	Experience of using various social media to engage fundraisers and broader public.
	Experience of providing support and advice to community fundraisers of all ages to assist them in developing their fundraising ideas and plans and fulfilling their ambitious fundraising targets. Confidence in ability to provide all participants with excellent supporter stewardship.
	Management of an income and expenditure budget.
<b>Skills</b>	Planning and Project Management skills including: an ability to prioritise own work; manage conflicting deadlines; flexibility; ability to move between tasks; and ability to work unsupervised and use initiative.
	Ability to communicate effectively at all levels of the organisation and externally, including making presentations and representing team at cross organisational working groups
	Ability to write engaging, accurate and inspiring copy for use in various formats
	Accuracy and attention to detail
	Tact, diplomacy and negotiation skills
	Proficiency in working with MS Office applications, including Excel and databases. High level of numeracy including the ability to analyse complex data.
<b>General</b>	Ability to work as part of a team
	Ability to work unsocial hours on an occasional basis usually scheduled in advance, and/or occasionally to stay away from home overnight (overnight stays to be scheduled in advance).
	Understanding of and commitment to the aims and objectives of Amnesty International