



## Great Western Air Ambulance Charity

**Title:** Community Fundraising Coordinator

**Reports To:** Community Fundraising and Events Manager

**Location:** Homebased (with occasional travel to Bristol)

**Grade:** S1

**Company Profile:** We're the Great Western Air Ambulance, a charity dedicated to raising the funds necessary to keep an air ambulance flying over the counties of Bristol, North Somerset, Bath & North East Somerset and all of Gloucestershire. From fundraisers to highly skilled paramedics and senior consultants, we are a team, working to save lives that would otherwise be lost. The job is high pressure, but it is deeply satisfying, and every member of the team is committed to this service, and to saving as many lives as we can.

**Job Summary:** This full time role will deliver high levels of stewardship to a variety of supporters and community events within Gloucestershire. The Community Fundraising Coordinator will be tasked with maximising opportunities within the designated territory by regular, targeted and appropriate liaison and promotion to significantly raise regional profile. Working collaboratively within the Fundraising team, you will contribute to income growth and ensure donor retention.

**Hours of work:** 35

**Duration:** Permanent

**Salary:** £22,000 - £28,000 FTE

### Major Areas of Responsibility:

- To manage all aspects of community fundraising through the designated area, in line with the overall fundraising strategy.
- Develop and maintain an in-depth knowledge of the geographic area, community and events that are in the area.
- Develop relationships with existing individuals, schools, corporates and community groups.
- Ensure the highest level of donor care
- Achieve gross income from the geographic area.

### Specific Responsibilities of the Job:

### *Community Fundraising*

- *To proactively seek new fundraising opportunities within community groups, and individual supporters*
- *Develop appropriate territory management schedules to maximise time to research, target and visit community groups*
- *Deliver high levels of stewardships to community events; providing advice and support as necessary*
- *Deliver community fundraising initiatives*

### *Events/Challenges Fundraising*

- *Actively promote and recruit participants to the event programme as per event target for each activity*
- *Account manage relationships with event organisers*

### **Working relationships, contacts and expectations**

- Work with members of the Critical Care Team, Fundraising, Supporter Services and SMT to create a collaborative approach to community fundraising and to spread greater awareness of the service GWAAC offers.
- Forge close working relationships within the fundraising and marketing team to promote and generate opportunities and to maximise income generation in line with the fundraising strategy.
- Forge closing working relationships with GWAAC volunteers in order to utilize skills and resources available.
- To occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our 'area' (TOIL is available).
- To maintain an appropriate level of confidentiality at all times.

*This description does not attempt to describe all the activities of the post but rather illustrates with examples the main role of the post holder. It is therefore subject to alteration and development and will be review jointly with the post holder and Head of Fundraising.*

### **Required Knowledge, Skills and Abilities**

#### *Essential:*

- Valid full UK driving licence
- Experience within fundraising/ not for profit sector
- Excellent communication skills with an ability to prepare and deliver compelling presentations and engage with a wide range of audiences confidently.
- Excellent written skills and the ability to prepare persuasive proposals and accurate reports.
- Ability to organise and plan own work identifying conflicting demands and establishing clear priorities in order to meet agreed objective
- Demonstrable experience of managing projects and balancing multiple critical priorities

- Experience of building effective relationships with key stakeholders and the ability to enthuse and motivate others
- Computer literate with good experience in Microsoft Word, Outlook, Excel and databases.
- Ability to work as part of a multidisciplinary team and establish good working relationships at all levels
- Able to demonstrate a good level of general education to A Level standard or equivalent
- Able to contribute positively at team meetings.
- Ability to complete tasks and projects on time and to a high standard, demonstrating a can do attitude
- Ability to work to tight deadlines and under pressure
- Willingness to work flexibly
- Is courteous and effective when dealing with people, exchanges information in a tactful and diplomatic manner, able to communicate effectively at all levels
- Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs
- Ability to work unsupervised and act on own initiative
- Excellent attention to detail
- Knowledge of the local Gloucestershire community
- Outgoing with an excellent work ethic
- Clean criminal records check

*Desirable:*

- Sound understanding of the application of charity legislation and fundraising activity.
- Use of own vehicle (GWAAC vehicles are available)
- Degree level qualification
- Interest and understanding of trends in fundraising