



Great Western Air Ambulance Charity

Title: Community Fundraising and Events Manager

Reports To: Head of Fundraising & Marketing

Location: Southville, Bristol

Grade:

Company Profile: We're the Great Western Air Ambulance 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: As a senior member of the fundraising team, the Community Fundraising and Events Manager will be responsible for the community fundraising and our events programme. Taking a strategic approach to the development and management of community fundraising and events.

Hours of work: 35

Duration: Permanent

Salary: £30,000 - £35,000

Major Areas of Responsibility:

- Maximising profitability of community fundraising and generate ideas for new opportunities
- To assist in the implementation and delivery of the fundraising strategy
- Develop a portfolio of events ensuring maximum ROI is achieved
- Take personal responsibility for building relationships with community leaders and local ambassadors to secure long-term support
- Ensure the highest level of donor care is executed at all times

Specific Responsibilities of the Job:

Community Fundraising

- Ensure all 'in aid of' fundraisers are fully supported and motivated to maximise their support through excellent stewardship
- Establish and manage the community and events budget, including regular monitoring of income and expenditure

- Oversee GWAAC's merchandise, including seasonal campaigns, and community fundraising materials to ensure maximum income generation is achieved
- Review and develop supporter care processes, procedures and guidelines in order to ensure that fundraisers receive the highest level of support and to maximise their engagement.

Events

- Develop strategies to increase the number of event participants, and the amount of income per person raised
- Research, pilot and evaluate new challenges, sporting events or community events

General

- Provide strong leadership and management to the Community Fundraising team and Fundraising Administrator, providing coaching, mentoring, guidance and support to ensure they are encouraged and motivated to achieve success
- Staying up to date with latest fundraising and data protection regulations and take responsibility for ensuring community fundraising activity is compliant
- Manage and work with key suppliers on GWAAC's behalf

Working relationships, contacts and expectations

- Work across the charity and clinical crew to create a collaborative approach to community fundraising and to spread greater awareness of GWAAC.
- Work closely with the fundraising and communications teams to promote and generate opportunities and to maximise income generation.
- Forge close working relationships with GWAAC volunteers in order to utilize skills and resources available.
- Occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our 'area' (TOIL is available).
- Maintain an appropriate level of confidentiality and compliance with regulations 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:

- Significant fundraising experience for a registered charity
- Computer literate with experience of using a CRM system to produce succinct and informative reports

- Excellent communication skills with an ability to prepare and deliver compelling presentations and engage/network with a wide range of audiences confidently
- Excellent written skills with the ability to prepare persuasive proposals and accurate reports.
- Experience of leading others to achieve targets
- Experience of managing projects and balancing multiple priorities
- Experience of managing an event from conception through to delivery and evaluation
- Experience of budget setting and monitoring with good analytical skills
- Knowledge of Data Protection legislation and relevant regulations
- Willingness to work flexibly, with an excellent work ethic and 'can do' attitude
- Experience of building effective relationships with key stakeholders
- Outgoing with the ability to enthuse and motivate others
- Ability to work as part of a multidisciplinary team and establish good working relationships at all levels
- Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs
- Valid full UK driving licence
- Satisfactory criminal records check

Desirable:

- Professional qualification within fundraising/not for profit sector
- Knowledge of Gift Aid
- Membership of the Institute of Fundraising
- Experience managing budgets
- A clean driving license
- Use of own vehicle
- Previous experience within a health charity