



Job profile and person specification

Job title	Regional Community Fundraiser - Community Events (Essex-based)
Reports to	Community Fundraising Manager
Department	Community Fundraising
Salary	Competitive
Hours	Full time, 37.5 hours per week
Job type	Fixed-term contract until April 2021 (home-based)
Date	July 2019

Job Summary

Every day brings new challenges at Great Ormond Street Hospital (GOSH). Every day, over 600 seriously ill children from across the UK arrive for life-changing treatments. Every day, young lives hang in the balance as patients, families and staff battle the most complex illnesses. And every day, the brightest minds come together to achieve pioneering medical breakthroughs that change the lives of thousands of children – and change the world. This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential. Without donations, Great Ormond Street Hospital Charity can't help fund ground-breaking research, advanced equipment, child and family support services, and the rebuilding and refurbishment of wards and medical facilities. Our staff help to raise these vital funds for the hospital. A better future for seriously ill children starts with you.

Community Events is a public facing team raising over £5m every year, working with supporters who raise money in aid of the charity through a varied range of activity. The team also has responsibility for our volunteer ambassador programme, in-memory fundraising, and the 'Charity Hub' in GOSH, whilst working closely with the wider hospital community.

This is a unique position within a dynamic and inspiring supporter-focused Community Fundraising Team. The role would suit a positive, highly driven, self-motivated communicator. Someone with a track record of donor development, building strong relationships and new business experience.

This role is focused on a new exciting area of fundraising for the charity and you will be a key part of our strategic ambition to localise GOSH. Over 50% of the children we treat at GOSH come from outside London, and we want to raise this awareness within the community through our *Never Far Away*, Essex Fundraising Appeal. We're aiming to raise £300,000 within two years and this role will be instrumental in delivering this income and network of new supporters for GOSH.

This role will involve some out of hours work when meeting key supporters and attending events which may be during the evening or weekends. A full UK driving licence and access to a car is essential as it is home-based, with frequent travel around Essex. The role will also have regular meetings and occasional hospital tours in/near our central London head office.



Line management responsibility

- This role currently has no direct line management, however close collaboration with the community management team is essential to support delivery of wider team objectives.
- Expected to act as a mentor and support to less experienced / junior members of the team. Additionally, size and makeup of teams can change over time, so it may be that formal line management may fall into this role in the future.
- Recruitment and ongoing management of ambassadors and volunteers in Essex is also a key element of this role.

Budgetary responsibility

- Individual event/project budgets and key accounts to deliver to shared target of £300,000 for NFA Appeal.
- KPIs around retention and new business targets

Main duties and responsibilities

- Excellent stewardship and account management of Essex-based high value supporters – individuals, schools and organisations and local corporate partnerships and contacts.
- New business planning and delivery to generate & manage strong prospect pipeline to achieve growth targets across Essex community audiences.
- Deliver to, and exceed key budget expectations and wider KPIs as part of a strong team
- Deliver and develop the Essex Appeal strategy with the Fundraising Manager and Senior Exec.
- Support on building a strong, positive and proactive team culture, putting the supporter at the heart of it to deliver consistent, increasing funds to the hospital.
- Inspiring audiences to support GOSH, building long-term strong relationships resulting in a strong network of GOSH supporters across the county.
- Responsible to retaining and working alongside existing key volunteers and supporters through impeccable account management.

Strategy, Planning and Reporting

- To implement the Appeal strategy, ensuring contingency plans are place as the areas of success/challenge become apparent.
- Contribute to wider departmental strategic planning as required.
- To ensure that there are clear processes in place to monitor all activity and to report on milestones and KPIs.
- Effective use of database (Salesforce) to manage accounts and prospects as well as analysing and reporting on KPI's.

Supporter stewardship and development

- To lead on our Essex new business stewardship plan to recruit, convert and retain new supporters effectively.



- To work with and manage key volunteers and supporters within the community to unlock future opportunities via their networks.
- Optimise all fundraising channels available to connect with both new and existing donors and increase cross-sell to maximise life-time value.
- To work with the Fundraising Executives to understand supporters' motivations to ensure they reach their fundraising goals and understand the most relevant areas across the GOSH Charity they may like to engage with.

Team Player

- Act as an ambassador for the Community Events Team and the Community Fundraising Unit, the wider charity and where appropriate GOSH.
- Represent the charity at fundraising events (this will involve out of hours work evenings and weekends), undertake hospital tours, deliver presentations and briefings for supporters and prospective supporters as needed.
- Work towards a fully integrated organisation in collaboration with the other members of the team and other fundraising teams.
- Ensure all fundraising activities comply with the Charities Act, Institute of Fundraising guidelines and GOSH Charity fundraising guidelines.
- Undertake other tasks as necessary to contribute to the Community Fundraising Unit and GOSH Charity's objectives as required by the Deputy Director of Community Fundraising or the Director of Marketing and Public Fundraising.
- Attend meetings in London head office as required (likely to be monthly after initial settling in where weekly meetings will be needed).



Person specification

Key requirements	Essential	Desirable
Proven significant experience working in a fundraising environment (or any sales-focused/target-driven environment)	X	
Proven experience of generating new business, from prospect identification to securing & retaining new support	X	
Project / Account Management experience (building long-term relationships)	X	
Creative, professional approach with the strategic ability to react quickly to capitalise on opportunities and adapt to different audiences	X	
Confident ability to work independently and remotely, plan and prioritise time effectively for best results & evaluate working practises for areas of improvement	X	
Demonstrable collaborative way of working to share insights & add value to team, and increase effectiveness of regional fundraising strategy	X	
Full, clean, UK driving licence with access to own car & willingness to travel around the Essex region regularly (as well as occasionally into central London), whilst working effectively from home	X	
Budget management experience	X	
Skilled influencer with outstanding stakeholder management	X	
Excellent IT skills – Microsoft Office	X	
Experience of working with the general public in a customer facing role	X	
Excellent written and oral presentation skills & excellent communicator at all levels	X	
Good knowledge of using databases (Salesforce desirable)	X	
A-levels or equivalent		X
Experience and knowledge of the charity sector		X
Involvement in, or experience of community-based fundraising (and ideally knowledge of the Essex area)		X
Good knowledge of Charity legislation and the Charities Act		X
Previous experience of working with volunteers		X



This document is not a set of terms and conditions of your contract but a comprehensive guide indicating core responsibilities and accountabilities attributed to the role. We expect all our employees to share the values that are important to the organisation and behave in a way that reflect these in keeping with the competency framework.

All applicants for any post within Great Ormond Street Hospital Children's Charity are required to declare any involvement, either directly or indirectly, with any firm, company or organisation that has a contract with the hospital or the charity. Failure to do so may result in an application being rejected, or, if it is discovered after appointment that such information is being withheld, then this may lead to dismissal.

The employee will have access to confidential information that may only be disclosed to parties entitled to receive it. Information obtained during the course of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

Great Ormond Street Hospital and the charity are regulated organisations and, as such, all employees must undertake a Disclosure and Barring Service (DBS) check and their name checked against the Violent and Sex Offender Register.