**Job Description**

**Post: Community Fundraising and Events Executive**

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

**Direct Reports: None**

**Location: London but currently working from home due to COVID-19**

**Our belief**

RSBC believes that every blind young person should have the chance to live life without limits.

By giving young people the essential skills to take control of their life, they can unleash their true potential.

**Our success depends on our values**

Underpinning all of RSBC’s work are values embedded in trust and excellence.

**TRUST:** Respect & accountability

**ENERGY:** Straight talking & constantly learning

**AMBITION**: Confronting reality & driving results

**MOTIVATION:** Vision Impaired children and young people are our No 1 priority & we look for solutions, not problems

**Primary Objectives**

To deliver a transformation in RSBC’s community and events fundraising and deliver new business and income in line with the fundraising strategy.

**Key Tasks and Main Duties**

1. To support the Community & Events Fundraising Manager to develop long-term relationships with community organisations and volunteers, with a focus on local fundraising activity, maximising income to the charity by delivering customer-focused opportunities to fundraise.
2. Act as the first point of contact for all active community fundraisers, local companies and community organisations.
3. Identify, target and build relationships with decision makers and influencers within companies and community organisations (Lions Clubs, Rotary Clubs etc.) through direct and indirect approaches as well as via RSBC’s network of staff, volunteers, beneficiaries and donors, liaising with other responsible relevant roles internally.
4. Prepare information and presentations to engage community organisations and volunteers and support their fundraising as appropriate.
5. Participate in and deliver new digital transformation initiatives across all fundraising activities.
6. To account manage participants in RSBC challenge and special events.
7. To project manage events by creating detailed event plans and delivering these events from start to finish.
8. Maintain a sustainable prospect and account pipeline to accurately forecast short, mid- and long-term community and events income.
9. To work closely with the Philanthropy Team ensuring that relationships at local and national levels are maximised; relevant prospect information is shared and duplication of effort is minimised.
10. Accountability for personal financial and KPI targets.
11. To provide regular reports on results and progress and other ad-hoc reporting as required maintaining shared information systems including the CRM.
12. Ensure all materials comply with legal requirements, the Society’s brand guidelines and all contractual obligations are met.
13. Deliver a high standard of internal communications and maintain excellent working relationships with staff in other teams across the charity.
14. Contribute to the Funding and Impact Team and Community Services and Partnerships Department more broadly.
15. Ensure that GDPR requirements are adhered to at all times
16. To carry out all duties and responsibilities in line with RSBC policy, employment legislation and other best practice guidelines, demonstrating accountability to funders, supporters and volunteers and operating at all times with openness, honesty and transparency.
17. Ensure that equality and diversity is embedded in all activities.
18. Be responsible for promoting and safeguarding the welfare of the Society’s learners/clients and all other children and young people/vulnerable adults that have contact with the organisation.

**Person Specification**

## Educational or Professional Qualifications

Essential

Minimum Level 4 in Literacy and Numeracy

Desirable

Educated to Degree Level

**Skills, Knowledge and Experience**

**Essential**

* Previous successful community and events fundraising experience.
* An understanding of the essential components of community and events fundraising, particularly marketing and recruiting supporters.
* Ability to use digital fundraising channels.
* Knowledge of the challenge events legislative environment including risk management & Gift Aid.
* Ability to plan, organise and manage events within budgeted resources.
* Experience of delivering a stretching financial target.
* Confident, motivated and emotionally intelligent with the resilience to cope with rejection.
* Ability to multi-task effectively during busy periods.
* Strong customer care skills.
* Ability to manage relationships with a range of supporters.
* Excellent written and verbal communication skills.
* Excellent team-working skills.

**Desirable**

* Demonstrable experience of developing innovative and engaging materials to support fundraising.
* Experience of working with customer databases.
* Ability to deliver talks in public and to groups of supporters.

**RSBC Right Stuff Competencies**

The Values of RSBC (Trust, Energy, Ambition and Motivation) will be delivered by our people continuously demonstrating the following Right Stuff behaviours.

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| 1. **Trust**
 | **Rating** |
| I will live this value by:* Being a proactive, honest and straight-forward communicator with colleagues at all levels in RSBC.
* Resolving conflict by listening, being clear on my expectations and dealing tactfully with differences of opinion.
* Being open and transparent in delivering information to all those who need to be informed while managing sensitive information appropriately.
* Using honesty and appropriate disclosure with customers and other stakeholders.
* Being accountable and responsible by acknowledging mistakes and committing to sharing my learning while taking corrective action.
* Considering ethical issues before making a decision.
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| 1. **Energy**
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| I live this value by:* Always doing more than what is required of me just to get my job done.
* Helping others in my team or in another part of the organisation because this will improve their impact and performance.
* Confronting reality through questioning what I am doing and how I am doing it and making positive suggestions for improvement.
* Contributing to the development of RSBC by making at least four positive suggestions to every one negative comment when dealing with my colleagues.
* Looking to take on more responsibility than set out in my role because this will maximise the difference I can make in the lives of those we serve.
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| 1. **Ambition**
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| I live this value by:* Meeting and exceeding the targets set for me from time to time.
* Constantly learning more about RSBC and undertaking the development required to maximise my usefulness to delivering our vision and mission.
* Taking every opportunity I can to promote the work of RSBC.
* Continuously pushing to be better on an individual, team or organisational level insofar as it is serving the needs of vision impaired children, young people and their families.
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| 1. **Motivation**
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| I live this value by:* Always honouring my commitments and expecting others to do the same thing.
* Taking responsibility for me being a voice for those we serve and constantly reminding myself for why we are here.
* Taking every opportunity to develop myself and my core competences.
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