



## SENIOR COMMUNITY FUNDRAISING MANAGER

### ROLE PROFILE

**Contract:** Permanent

**Hours:** Full time

**Reports to:** Head of Community and Volunteering

**Location:** Mansell Street E1 8AN

**Member of:** Community and Volunteering team

**Direct reports:** Community Fundraising Manager, Community Fundraising Coordinator, Community Fundraising Administrator

**Salary:** £38,000

**Accountable for:** Delivering the Community Fundraising targets

### London's Air Ambulance Charity

Every second of every day, London's Air Ambulance delivers rapid response and cutting-edge medical care to save lives in the city.

Critical injury can happen to anyone, at any time. It is the biggest killer of people under 40.

We bring the hospital emergency department to the scene, delivering life-saving treatment to the 10 million people who live and work in London.

The service was established by a group of committed, determined and pioneering medics. They saw that people were dying before they could get to hospital. They understood that every second counts.

Today, treating patients before they get to hospital has been transformed into an established medical discipline. We have a reputation as a world leader of rapid response medical care.

We have provided support to the capital in times of great need such as London Bridge, the Grenfell Tower fire and 7/7 bombings.

We are proud to count a number of "firsts" during our time:

- The first survivor of open-heart surgery at the roadside;
- The first to use life-saving REBOA procedure at the roadside;
- The first to carry out blood transfusions at the roadside.

Our pioneering spirit continues to drive us to understand what more we can do to save lives.

**Our Vision** is to end preventable deaths in London from severe injury.

**Our Mission** is to save more lives in London through rapid response and cutting-edge care.

**Our Values are**

#### ***Compassionate***

We care about people and put them at the heart of everything we do. We are kind, respectful and always keen to listen to feedback.



## ***Courageous***

We are prepared to achieve our mission in challenging environments. We are authentic, honest and not afraid to challenge and take calculated risks.

## ***Pioneering***

We embrace and lead change through our innovation and creativity. We are constantly learning, both from our successes and from our failures to make sure we are always striving to improve.

## **Context**

LAAC aspires to double its income over the next 5 years and to significantly raise awareness of the fact that we are charity. Increased community fundraising and the support of volunteers will play a major role in helping to achieve this. This role is a vital part of our community and volunteering growth strategy. Community Fundraising has been established at London's Air Ambulance for many years but has undergone significant change over the last two years including changing to a regional model to support our strategic goals and engage our supporters.

## **Job Purpose**

There is vast potential to expand Community Fundraising activities across London and this role will contribute to this expansion, particularly in North London. The role will provide leadership to the other Community Fundraisers within the team and assist in developing the systems and processes needed to expand our work, including more effective database management and income processing.

## **Key responsibilities**

- To lead on the delivery of the Community Fundraising strategy and the delivery of annual community fundraising targets and plans supported by the Head of Community and Volunteering
- To provide inspiring leadership and strategic direction to all direct reports
- Be responsible and accountable for income generated via targeted community fundraising initiatives in North London including individuals, groups, schools, community organisations and community-focused businesses
- To proactively seek out new Community fundraising opportunities and partnerships in North London
- Contribute to and help manage the calendar of collections aligned to annual targets and delivery plans.
- To work with the team to ensure that community fundraising events, activities and collections are well planned, marketed, managed and supported including promotion via social media and local media.
- To work with the Head of Community and Volunteering and Community Fundraising Manager to develop new fundraising initiatives and products
- Plan and deliver own fundraising events including volunteer-led collections at supermarkets, train stations and events
- To provide excellent supporter journey management to all Community supporters
- Ensure that all community supporters are thanked and kept informed of the impact of their support (subject to their contact preferences).
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- To work with the Volunteering Officer to manage fundraising volunteers, ensure they are well briefed and compliant
- To record all fundraising activities and communications on ThankQ and ensure team guidelines are adhered to by the rest of the team
- Work with Retail Manager to identify mobile retail opportunities and events
- Work with the Learning and Outreach Manager to develop relationships with Schools in North London
- Attend community fundraising events and collections and represent the charity at talks and events, when required.
- To support the 'One Team, One Target' approach of the fundraising function, working with the Head of Community and Volunteering to identify and collaborate on cross function funding and partnership opportunities and support the work of other members of the wider fundraising team.

The above list is not exclusive or exhaustive and the job holder may be required to undertake such other duties as may reasonably be required.

### **Key objectives**

- To support the Head of Community and Volunteering with the delivery of the Community Fundraising Strategy
- To develop Community Fundraising partnerships in North London
- To provide leadership and strategic support to all Community Fundraisers

### **Person Specification**

#### **Essential skills and abilities**

- Demonstrable experience of working within a successful Community Fundraising role at a manager level
- Experience of managing and leading other Community Fundraisers
- Ability to work with and manage fundraising volunteers
- Familiar with the use of social media to promote activities and raise awareness
- Demonstrable experience of managing financial processes and budgets
- Experience of planning and managing strategic and operational objectives
- Experience of building and maintaining relationships with community partners
- Excellent communication skills, both written and verbal
- Computer literate and competent in the use of MS Office and fundraising databases
- Awareness of Data Protection Regulations.
- Awareness of regulations affecting charities.
- Negotiating and influencing skills
- Strong team worker and interpersonal skills
- Excellent communication and presentation skills
- Self-motivated, target driven, trustworthy and approachable

#### **Desirable skills and abilities**

- Ability to deliver presentations to supporters
- Previous experience within the charity sector



- Retail experience desirable.
- Full, clean driving licence (desirable)

## **Experience**

- Experience of working with schools, community groups and small corporate partners in a Community Fundraising context
- Experience of promoting community fundraising products and initiatives
- Management of other Community Fundraisers
- Experience of recording fundraising activities on a fundraising database (such as ThankQ, Raisers Edge or equivalent)

## **Knowledge**

- Knowledge of GDPR
- Knowledge of current fundraising best practice

## **Personal attributes**

- Willing to occasionally work unsocial hours (TOIL may be accrued in agreement with line manager)
- Focus on cross team working and collaborative approach
- Solutions focussed and inclusive approach
- Excellent interpersonal skills with ability to communicate effectively at all levels
- Accountable and responsible for themselves and their team

## **Other requirements**

- DBS check required: (add in reason - work with children or ex-patients, manages personal data)
- Driving Licence desirable - role may require use of the Helivan or fundraising car

## **Equal Opportunities Policy**

London's Air Ambulance Limited is committed to eliminating any discrimination and promoting diversity and equality of opportunity in all it does. It is therefore London's Air Ambulance Limited's commitment to provide equal opportunities in employment and we will not unlawfully discriminate against job applicants, employees of the Company, volunteers, workers or contract workers on the grounds of their age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation (unless, as in the case of pilots or fire crew physical fitness is essential to the performance).