



VACANCY

Community & Events Fundraiser

Salary: £20,000 - £24,000 (FTE) Hours: 30 – 37.5

We are seeking an enthusiastic, creative and energetic Community & Events Fundraiser with proven experience of working within a fundraising/marketing environment. Your role will be to develop, implement and achieve a range of community fundraising activities, and an exciting events programme, to increase sustainable income for DENS.

You will also help raise the profile of the organisation, contributing to marketing activities including managing social media channels, scheduling and posting content to update followers and engage with new audiences, increasing brand awareness and online presence.

About you

- You have experience working within a fundraising/marketing environment
- You have a track record of promoting and delivering fundraising/marketing activities
- You are social media savvy on multiple digital platforms
- You have the ability to add value to the role by using your initiative, bringing with you skills, and offering ideas, to improve the status quo
- You have experience recruiting participants for events through a variety of methods
- You have experience of working with budgets and delivering against targets
- You have strong organisational and project management skills enabling you to effectively manage your own time as well as manage several projects simultaneously to achieve agreed deadlines
- You are a confident communicator and love collaborative working, having experience of building strong working relationships with supporters and stakeholders
- You are passionate about providing exceptional supporter experience and are motivated to inspire others to engage and support our cause
- You are IT literate including sound knowledge of Microsoft Office
- You write effectively, possessing excellent spelling, grammar and punctuation skills
- You thrive in ambitious, fast-paced environments
- You are a peoples-person and a natural team player
- You are motivated to make a difference

If this is you, we would love you to join our friendly, busy and dynamic Fundraising & Communication Team.

Apply for this role

For further details, please read the job description.

To apply, download an application form and send, together with a supporting statement detailing why you are the perfect candidate for this role, to office@dens.org.uk.

For an informal chat, please call Nicky Maxwell-Braithwaite, Community & Events Fundraising Manager 01442 800268.

Closing date for receipt of applications is 27/02/19 Interviews will take place on 13/03/19

About DENS

Our aim is to be the first port of call for people in Dacorum who are facing homelessness, poverty and social exclusion; to support and empower them to take the next positive step in their lives.

We ensure individuals and families have access to emergency accommodation, food and provisions. We provide a range of accommodation options to support people to move on and sustain their own tenancy and we provide advice and training, empowering people to develop skills and confidence to build a better future and be an active member of their community.

Our integrated services include:

The Elms, a 44-bed hostel providing emergency and short-term accommodation, DENS Day Centre – providing a daytime haven, advice, shower and a hot meal, DENS Move On Service - providing support for a move into more independent living, DENS Dacorum Foodbank – providing emergency food supplies and household provisions and DENS Warehouse, providing affordable furniture for the community.

Job Description

Job title:	Community & Events Fundraiser
Salary:	£20,000 - £24,000 (FTE)
Hours:	30 – 37.5
Start date:	ASAP
Reporting to:	Community & Events Fundraising Manager
Place of work:	The Hub, Paradise, Hemel Hempstead

Overall Job Purpose

To play a key role in the organisation, marketing and delivery of a robust programme of fundraising events/activities, meeting agreed financial income targets and expenditure budgets to increase sustainable income for the charity.

Deliver marketing campaigns to gain maximum reach and promote activities throughout the catchment area in order to successfully recruit participants.

To provide excellent supporter care, developing productive and lasting relationships, inspiring and motivating supporters and stakeholders, both new and existing, to engage and fundraise for us.

To raise the profile of the organisation, contributing to our marketing activities including managing social media channels, scheduling and posting interesting content to update followers and engage with new audiences, increasing our brand awareness and online presence.

Duties and Responsibilities

- Take an active role in organising, marketing and delivering the DENS portfolio of Fundraising events and community initiatives.
- Work to budgets and ensure activities meet/exceed agreed targets and achieve a minimum ROI of 3:1.
- Support fundraisers in their activities and provide excellent donorcare; inspiring and motivating them to raise funds for DENS.
- Identify, cultivate and actively engage with the local community, building relationships with individuals, schools, churches and local groups, as well as developing ways to maximise value from their activities, networks and contacts.
- Confidently present DENS key messages in order to increase awareness of DENS and encourage people to support our cause.
- Schedule and post engaging content on social media platforms, in alignment with DENS brand messaging, as well as responding to on-line enquiries from the general public.
- Implement event time-plans, marketing schedules and donorcare schedules in order to gain maximum engagement, reach new audiences and recruit participants to achieve agreed attendance levels.
- Produce detailed risk assessments, crisis-management reports and secure adequate medical cover ensuring all activities meet required health & safety legislation.
- Effectively manage the recruitment, deployment and on-the-day management of event volunteers.
- Endeavour to source 'gifts in kind' and Corporate sponsorship for events/activities.
- Produce post-event evaluations for each event/activity.
- Use the database for effective record keeping ensuring all donations are processed and acknowledged appropriately and timely.
- Research activities and evaluate projects, including data collection, data input, analysis, and reporting.
- Work to agreed objectives and attend performance review meetings and 1-1 meetings.
- Develop and maintain effective working relationships with all staff and volunteers.
- Attend, and play a key role at, DENS-organised events.
- Undertake general office duties including answering the door and phones.

- Be an ambassador for the organisation, confidently present the key messages of DENS to individuals and groups to encourage support and engagement.

This role requires a high level of energy, working effectively as part of a busy team and flexibility, as it includes some weekend and evening work. This list of tasks and responsibilities is not exhaustive, and the Post Holder may be required to undertake other duties as required by the Community & Events Fundraising Manager or Head of Fundraising. This Job Description can be amended by agreement with Post Holder and Manager.

Person Specification

Community & Events Fundraiser

Requirements	Essential	Desirable
Education & Training	<ul style="list-style-type: none"> • A high standard of Education 	<ul style="list-style-type: none"> • Educated to Degree Level • Marketing or Fundraising qualification
Knowledge & Experience	<ul style="list-style-type: none"> • Experience working within a fundraising & marketing environment • Strong social media skills on all main platforms (Facebook, Twitter, Instagram, LinkedIn) • Working in a Fundraising Team • Experience of building strong working relationships with supporters and stakeholders. • Experience of working with budgets 	<ul style="list-style-type: none"> • Experience in Events Management • Experience working in a Fundraising Team • Knowledge of geographical area • Working with external agencies • Working with volunteers • Experience of using social media within Fundraising • Experience volunteering for a Charity • Understanding of the issues facing homeless people and those on the edge of homelessness
Skills & Abilities	<ul style="list-style-type: none"> • Super-organised with the ability to independently prioritise, plan and organise • Administratively self-sufficient • Excellent IT & computer skills • Excellent communication skills • Numerate • Good standard of written English • Ability to effectively manage a variety of tasks simultaneously and achieve agreed deadlines • Confident communicator 	<ul style="list-style-type: none"> • Experience of CRM systems • Public speaking
Personal Qualities	<ul style="list-style-type: none"> • Enthusiastic, motivated and energetic • Ability to build and maintain relationships • Ability to work independently and use own initiative • Tact and diplomacy • Confident and self-motivated with the ability to motivate others 	<ul style="list-style-type: none"> • Innovative & Creative • Passionate for the cause • Go the extra mile

	<ul style="list-style-type: none">• Persuasive• Can-do attitude, 'hands-on'• People-focused	
General	<ul style="list-style-type: none">• Current driving licence and use of vehicle• Ability to work flexible hours including, on occasions, weekends and evenings	