



Community Fundraiser

About PSPA

PSPA is the only charity in the UK dedicated to supporting people who have Progressive Supranuclear Palsy (PSP) or Corticobasal Degeneration (CBD), both of which are degenerative neurological conditions which over time remove a person's ability to walk, talk, eat, drink and see.

About the role

We are looking for a Community Fundraiser to join the fundraising team, reporting to our Head of Fundraising.

The post holder will play an essential public facing role in supporting plans to grow the charity by raising funds primarily through community fundraising and events. They will be deliver high quality care to new and existing charity supporters and volunteers to maximise fundraising income.

Acting as an initial point of contact for community fundraising supporters you will develop and maintain effective relationships with key local community groups, educational establishments and associations to maximise on-going support and income potential.

You will provide outstanding levels of support, stewardship, advice and motivation for events and community fundraising activities.

Whilst experience of fundraising in the voluntary sector is highly desirable, other relevant fundraising experience will be considered. It's up to you to persuade us that you have the necessary skills. What is important is that you bring an understanding of building relationships with our fundraisers, and how to help them achieve the best possible result they can – not only for their sense of personal achievement, but also for people affected by PSP & CBD.

Access to a vehicle for work purposes and the willingness to travel where the fundraisers are active is essential. Occasional weekend work will be required, but that comes with the territory.

See full job description for more details. Please apply with your current CV and a covering letter to show us how your knowledge and skills match this role.

Job Description

Job Title:	Community Fundraiser
Team:	Fundraising
Salary:	£26,000 - £30,000 per annum (depending on experience)
Hours of Work:	37.5 hours per week This will include working some unsociable hours including evenings and weekends for events. Hours are flexible
Annual leave:	28 days plus bank holidays
Location:	Milton Keynes with regular travel across the UK
Contract Type:	Permanent
Reporting to:	Head of Fundraising
Experience/Qualifications Required:	<p>Experience of fundraising is preferable - this can be through employment, voluntary work or organising your own fundraising activities.</p> <p>Ability to work with the local community including businesses, church partnerships and community groups.</p> <p>Enthusiastic, fun and creative personality with plenty of ideas to help fulfil our fundraising ambitions.</p> <p>Educated to A Level standard or equivalent.</p> <p>Experience of neuro degenerative diseases and/or working with/within the NHS and with HSCPs would be beneficial.</p>

About Us

PSP & CBD are rapidly progressing neurological conditions caused by the premature loss of nerve cells in certain parts of the brain. Like many other chronic conditions there is currently no cure for PSP or CBD. However many of the symptoms can be managed to help people achieve the best possible quality of life.

The PSP Association (PSPA) is a national, neurological charity currently based in Milton Keynes. Since 1994 we have been providing information and support to people living with PSP & CBD. We also raise awareness of the conditions amongst health & social care professionals, and fund research into diagnosis, treatments and ultimately, hopefully, a cure. We rely entirely on voluntary donations with a forecast income this year of £1.5 million.

We have approximately 2,000 members living with PSP & CBD, and in addition, approximately 12,000 other members registered as health & social care professionals, carers, supporters, volunteers or fundraisers. We run a Helpline service, which is a mix of employed staff at our HQ, and volunteer supporters in the evening. A recent patient survey revealed that satisfaction with our Helpline is high - 76% of members rating it either very good or excellent.

PSPA is the only charity supporting people with these conditions in the UK.

What does success in the role look like?

A successful Community Fundraiser (CF) will lead a period of sustained, double digit growth in income from their community portfolio. That portfolio will be growing year on year with new ways to increase PSPA's income by introducing new campaigns that increase engagement with our fundraisers. The increased engagement will be measurable by longer and deeper relationships with our fundraisers. The CF will have identified KPIs that measure these elements and will be consistently achieving stretching KPI targets that they set for themselves.

The CF will also have become a member of the wider PSPA team outside the Fundraising team. With an interest in other aspects of PSPA, they will contribute fully in staff meetings, and have developed ideas about improving cross team working to increase engagement with all of PSPA's supporter types. They will be an advocate of team working and collaboration, having developed an inclusive and supportive communication style.

The CF will demonstrate innovation and originality in ideas generation, and will not just adapt other organisations' initiatives. They will have tested news ideas at PSPA, some of which will have been more successful than others. However, the CF will have analysed the outcomes, and used this data to refine the idea for its next iteration. They will be resilient in the face of challenges, learning from each new project's outcomes.

Focusing on their role within the Fundraising team, the CF will be fully conversant with their own projects, fundraisers and revenue streams, and will be able to report on them on demand. A successful CF will be seen as a role model in their team, and will set the

highest standards of commitment to the vision of PSPA. Finally, the successful CF will have a detailed grasp of their budgets and on-going pipeline of fundraising income that the management team can rely on for income forecasting.

Objectives:

1. Provide first class customer care to all new and existing supporters and fundraisers
2. Maximise income from all activities and ensure supporters have every opportunity to work with and benefit from PSPA's support
3. Create and implement initiatives to engage a range of new supporters, increasing income year on year
4. Work collaboratively with PSPA's other departments to identify all opportunities across our different support types to grow our income, raise awareness about PSP & CBD provide support to people affected by the conditions
5. Engage with social media and support PSPA's digital strategy

Key Duties and Responsibilities

- To raise funds for the charity by leveraging support from volunteers and third parties to a target figure and against specific and agreed objectives
- To build new relationships with the small to medium local business community, local groups and societies, faith organisations and events and event participants where appropriate
- Work with companies to promote initiatives such as promotion of sales promotions, matched giving, employee fundraising opportunities, recycling and payroll giving
- To cultivate relationships with, and deliver talks to, community based organisations, schools, funeral directors and groups etc.
- To initiate and develop long term partnerships with local charitable groups e.g., Rotary, Lions, Soroptimists etc., with the aim of securing financial and 'in kind' support
- Be the face of PSPA at local events and promoting the amazing work we do
- Sensitively support families who wish to fundraise in memory of a loved one
- Actively promote other income streams and campaigns across the charity, e.g. Regular Giving, Legacy and Challenge Events
- Deliver against fundraising and activity targets
- Monitoring financial information and working towards monthly and annual fundraising targets
- To report back on regular basis to the Head of Fundraising as to activity, progress and achievement against identified financial and soft targets
- Monitor income and implement remedial and contingency planning as appropriate, based on the fundraising pipeline
- Identify new opportunities for community fundraising activity, assess their potential and make recommendations regarding financial viability
- Respond to fundraising queries, creating publicity materials and ordering resources for events
- Complete administrative tasks such as keeping donor records up to date on our database in line with GDPR

- Produce engaging copy and promotional materials to support fundraising efforts
- Maintain relevant content on the Charity website
- Working in conjunction with the Communications Manager to maximise marketing & PR opportunities
- To be prepared to work occasional weekends and evenings (with reasonable notice)
- Maintain an up to date knowledge of Fundraising regulation and legislation, ensuring this is applied to the work of the charity.

This job description is not intended to be an exhaustive list of duties, but it aims to highlight the typical key responsibilities of the post. It may be reviewed from time to time to ensure that it relates to the job as then being performed, or to incorporate required changes.

Person Specification

	Essential	Desirable
A minimum of two years demonstrable experience of success in a fundraising role or key account management role	✓	
A good understanding of the sector, overall trends and PSPA's market place	✓	
A high level of written and verbal communication and interpersonal skills	✓	
Creative thinker able to generate new ideas and initiatives	✓	
Experience of working effectively in collaboration with a wide range of external fundraisers, supporters, customers and/or partners	✓	
Experience and understanding of customer profiling to identify potential fundraisers and maximise income		✓
The ability to plan, coordinate and deliver events	✓	
Aware of social media and ability to use social media to support events and awareness initiatives		✓
Able to understand basic financial information to provide performance reporting to the management team	✓	

Strong IT skills with experience in MS Office products and customer relationship management software	✓	
Have an up to date knowledge of charity law affecting fundraising and events		✓
Full Driving Licence and use of own car	✓	
Knowledge of PSP & CBD or other neuro-degenerative diseases, and/or experience of working in the NHS		✓
Educated to a minimum of two 'A' levels		✓

Corporate duties

1. Motivate and inspire your colleagues in the Fundraising team, and across other departments in the charity, actively promoting cross-departmental collaboration
2. Support the aims and goals of PSPA and actively promote them amongst your colleagues
3. Set a clear direction for Community Fundraising, and organisation by fully embracing and implementing the Strategic Action Plan objectives
4. Treat confidential information confidentially, and be respectful of your colleagues' - and our supporters' - privacy
5. Work within the performance culture at PSPA to consistently achieve your targets and the objectives in your annual appraisal
6. Contribute fully in team and staff meetings, promoting the role of Fundraising within the organisation
7. Ensure you comply with Health and Safety and associated workplace legislation including GDPR, data protection and information security and management requirements
8. Display a commitment to equal opportunities and inclusion
9. Undertake any other reasonable duties requested of you commensurate with your role and the aims of the charity.