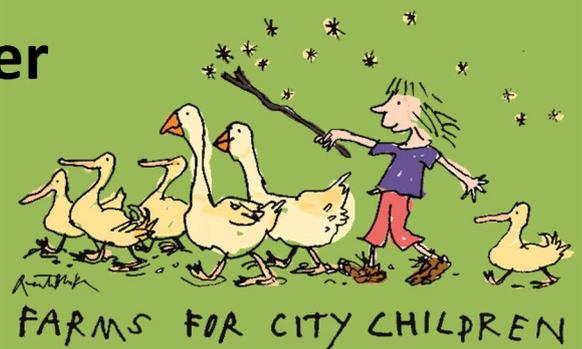




Events & Community Fundraiser

Job Description and
Person Specification



Job Description – Events & Community Fundraiser



Job Title: Events & Community Fundraiser

Location: Head Office (Exeter, Devon) with significant national travel.
Working from home may be considered for the right candidate.

Reporting to: Head of Fundraising & Communications

Contract type: Permanent. Full time.

Salary: £27,000 - £30,000 depending on experience, reviewed annually in April.

Farms for City Children will also contribute 5% on top of the annual salary (6% from April 2019) into the Charity's NEST Pension Scheme. A tax efficient Salary Exchange (also known as Salary Sacrifice) scheme is operated for both pension contributions and childcare costs.

About Farms for City Children:

Farms for City Children provides subsidised opportunities for groups of primary school children and their teachers to spend a week living and working together at our farms in Devon, Pembrokeshire, and Gloucestershire. Each year we welcome over 3,000 disadvantaged children to experience the joy of a week-long residential visit a world away from their everyday lives.

Main purpose of the job:

- To devise, plan and deliver a portfolio of fundraising events and activities across the UK.
- To engage local stakeholders and build a network of volunteers and community-level partners.
- To develop and champion a charity-wide event risk-management policy.

Main responsibilities and accountability:

With the guidance and support of the Head of Fundraising and Communications, the Events and Community Fundraiser will:

- Devise, plan, budget-for, and deliver a diverse portfolio of target-driven fundraising events and activities which:
 - raise significant (six-figure) charitable income; and
 - raise the profile of the charity; and
 - generate awareness of the charity amongst key new audiences.
- Maximise event related PR opportunities and ensure all events are well publicised, with key personalities engaged to attend and/or promote as appropriate.
- Build and motivate a network of volunteers, ambassadors, and local partners to lead community fundraising efforts.
- Develop and champion an event risk management policy that details the charity's approach and procedures relating to health and safety at events, public liability at events, safeguarding at events, etc.
- Manage existing and establish new charitable relationships with corporate event sponsors.
- Develop an event management toolkit pulling together best practice, lessons-learned, and maintaining a schedule of preferred suppliers etc.
- Proactively participate in the development, implementation, and review of the fundraising and communications plan and charity-wide strategy.

Person Specification – Events & Communities Fundraiser



Training, experience and qualifications

Essential:

- At least 5 years' experience of leading the planning and delivery of a wide range of successful, outcome-focused events.
- Experience of working in or with the charitable sector.
- Demonstrable experience of establishing and managing event budgets.
- Experience of engaging and managing event suppliers, sponsors, and personalities.
- Full UK driving licence and own vehicle.

Desirable:

- Experience of generating significant income or direct 'leads' from outcome-focused events.
- Experience of developing or managing a network of community-level volunteers.
- Experience of leading on event risk management.

Knowledge and Skills

Essential:

- A good working knowledge of event logistics.
- A practical and enthusiastic approach to working with diverse colleagues and stakeholders.
- Demonstrable interest in relevant professional areas such as education, nature-connectedness, mental health and wellbeing, countryside and rural life, environment and sustainability, farming and horticulture, good food and nutrition.
- Outstanding written and presentation skills, including public speaking.
- Strong IT skills, CRM, MS Excel, and MS Outlook.
- Awareness of all relevant legislation regarding Health & Safety, GDPR and event management including industry standard codes of practice

Interpersonal skills

Essential:

- Sympathetic understanding of the challenges faced by children from disadvantaged backgrounds and strong identification with the values and objectives of the charity.
- Excellent communicator with the confidence and adaptability to engage diverse audiences.
- Highly motivated and creative self-starter with a strong action-focus and determination to achieve ambitious results for the charity and its beneficiaries.
- Ability to plan and organise workload, manage time effectively, and work to deadlines.
- All-round team player who naturally establishes positive, collaborative, and supportive relationships with diverse colleagues.
- Confidence to seek advice when needed, reflect upon and share learnings from successes, and to critically evaluate the outcomes of own work.
- Flexible approach to working hours and patterns

Other information

Disclosure and Barring Service - This post is subject to an enhanced DBS check.

Hours of work - This is a full-time (37.5 hours per week) role usually working five days per week. Due to the nature of this role and in recognition of the national travel expected, flexibility is required.

Annual leave – 25 days, plus official Bank Holidays

Probationary period - The appointment will be subject to a probationary period of 3 months.

References - All appointments will be confirmed only upon receipt of satisfactory references. Farms for City Children will give prior notification of the intention to contact referees.