



JOB DESCRIPTION

Role:	Community Fundraising & Engagement Manager
Reporting to:	Director of Income Generation & Communications
Direct Reports:	Community Fundraising Lead NI Connacht Regional Fundraiser x 2 Families Fundraiser Schools & Youth Fundraiser Fundraising & Events Administrator
Hours:	35 hours per week
Salary & Benefits:	Competitive salary and staff benefits
Location:	Belfast
Date:	April 2024

Cancer Fund for Children's mission is to ensure that no child or young person across the island of Ireland has to face cancer alone. The charity has over 30 years' experience delivering support and services to children, teenagers and young adults living with cancer and their families.

Our aim is to connect, empower and strengthen children and young people and their families so they are better equipped to deal with the impact of cancer. We do this by providing emotional and social support in the family home, in communities across the island of Ireland, on the hospital ward and at our therapeutic short break centre.

We work with intelligence, purpose, enthusiasm, and energy.

Role Overview

The Community Fundraising & Engagement Manager is an exciting role that will lead the income growth and portfolio development of the Community Fundraising Programme across the island of Ireland. This is a strategically significant role to build on the programme's success to date and create new opportunities, networks, partnerships, and volunteer hubs to support the work of Cancer Fund for Children. This is a key leadership role and a key member of the divisional Leadership Team. As Cancer Fund for Children embark on a growth strategy, the post holder will have an opportunity to take ownership with the team of the development and growth in Ireland as well as ensuring the continued development and optimisation of the fundraising programme in NI.

Main Duties and Responsibilities

1. Leadership & Management of the Community Fundraising Team

- Provide strategic leadership and management to the all-island of Ireland Community Fundraising team to enable them to thrive in their roles and be successful in achieving the plans and budgets to enable Cancer Fund for Children to achieve its strategic income goals.
- Build a high performing team ensuring regular performance management, 121's, annual appraisals etc, enabling an empowered team to thrive and be successful whilst managing an ensuring a focus on wellbeing and work/life balance across the team.
- Ensure monthly in person support in the West of Ireland for the ROI based team.
- Ensure compliance across the team to fundraising standards and other relevant legislation such as data protection across NI and ROI.

2. Develop & Deliver the Community Fundraising & Engagement Strategy

- Lead the strategic development and implementation of an effective Community Fundraising & Engagement Strategy working with the team to implement, monitor and review, ensuring relevant regional strategies.
- Actively contribute to the Income & Communications Strategy and the wider Organisation Strategy.

3. Budget Management & Reporting

- Work closely with the Director of Income Generation and Communications to develop, agree, manage, and monitor income targets and expenditure budgets for relevant income streams delivering an acceptable return on investment in line with best practice.
- Ensure the delivery of monthly regular performance management reports on income and expenditure against budget, with a focus on net return.
- Ensure that all fundraising activity adheres to all agreed financial procedures and promotes good stewardship of resources.
- Ensure that all fundraising activities are compliant with relevant statutory legislation and agreed guidelines for NI and ROI.

4. Community Fundraising Portfolio Development

- Manage the planning and delivery of the community portfolio in NI and develop and grow the ROI portfolio ensuring the development of annual operational and innovative marketing plans, working effectively with internal and external stakeholders.
- Lead the team to develop digital community fundraising plans, engaging with grassroots community organisations and networks as relevant online, working with internal teams, particularly the Communications, Marketing & Campaigns team, establishing a test and learn approach for continuous improvement.
- Identify opportunities for income growth and identify, lead, contribute to and drive forward key cross-organisational projects that impact on and improve the Community programme.

- Lead on the continuous evaluation of the portfolio through analysis of performance and supporter insight, charity sector trends and competitor reviews.
- Build a culture of innovation and continuous improvement across the team, ensuring strategies and plans reflect trends and key economic, social, and environmental changes.

5. Supporter & Volunteer Recruitment & Retention

- Support the team on the development of a new Volunteer Programme, identifying opportunities for volunteer hubs, and ensuring a mutually beneficial volunteer recruitment and retention programme that enables long term support.
- Develop and ensure management across the team of excellent stewardship plans for all supporters and volunteers, ensuring a key focus on retention and ensuring they feel valued, supported, and informed on the impact of their generous support.
- Develop and maintain sustainable relationships with supporters in local communities, working with the team to develop all island of Ireland partnerships, and strong regional community partnerships.
- Develop and deliver coherent, measured inspiring supporter journeys that are delivered across the team.

6. General Duties

- To always represent Cancer Fund for Children professionally, adhering to the organisations code of conduct.
- To network within the charity sector and keep abreast of developments within the sector and other relevant sectors, to keep informed of changes in fundraising trends and best practice and keep own knowledge up to date.
- To perform any other reasonable duties and specific projects as assigned by management to contribute to the overall aims of the Cancer Fund for Children.
- To comply with all Cancer Fund for Children Policies, Procedure, and Guidelines.

Person Specification

<u>Key Criteria</u>	<u>Essential</u>	<u>Desirable</u>
<i>Experience / Knowledge</i>	• A minimum of 5 years' experience working in a community fundraising or similar fundraising environment. • A minimum of 3 years direct line management experience. • Experience of managing hybrid or remote working teams. • A substantial track record of delivering and sustaining significant fundraising income stream/s and meeting sizeable income targets. • Demonstrate an awareness of the legislation and regulatory standards as they apply to fundraising. • Experience in the preparation, monitoring, and interpretation of budgetary information and reporting. • Experience of using a Fundraising Database/CRM to optimise donor experience, income, and reporting. • A proven track record in working with others to devise and implement plans. • Highly developed negotiation and stewardship skills with a proven track record in nurturing relationships for the long term, to ensure supporters, donors and partners feel valued and informed of the impact of their fundraising/donations. • Demonstrate effective approaches to problem solving and decision making. • Highly developed communications and presentation skills with experience of a wide variety of people and organisations.	• Experience of managing a team across the island of Ireland • Working in an environment that included volunteers. • Experience of NI and or ROI Fundraising Environment • Issues relating to children, young people and families dealing with cancer.
<i>Competencies</i>	• Supporter-driven: can develop highly productive working relationships with supporters. • Results driven: has a focus on income generation at agreed and acceptable return on investment • Resilience: does not give up easily and	

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	is focused on the agreed outcome • Initiative and creativity: ability to spot and grasp opportunities and is capable of coming up with creative ways to differentiate Cancer Fund for Children's position in the crowded fundraising market place • Efficiency and effectiveness: manage and prioritise complex pieces of work, operate under pressure to deliver good results when faced with challenges. • Communication and influence: can present complex ideas (orally and in writing) in a compelling way and produce excellent written materials. • Drive: committed to producing the very best outputs with an ability to persist in pursuing goals despite obstacles • Adaptability and flexibility: ability to work in different environments with a wide range of people and profiles.	
<i>Job Circumstances</i>	• Ability to travel independently*, including overnights, as required to ROI/NI. • Please note this role expects monthly travel to ROI or NI depending on where the individual is based. • Ability to work unsocial hours as required for key events/campaigns. • Committed to Cancer Fund for Children's vision and mission. <i>* Cancer Fund for Children defines this as being a car driver and a holder of driving licence, or having access to a form of transport which will permit the applicant to meet the demands of the role and travel across the island of Ireland as required.</i>	

This job information is not intended to be either restrictive or definitive. It is important to note that the responsibilities of the post may change to meet the evolving needs of the organisation.

NB: The organisation reserves the right to enhance the above criteria to facilitate short-listing