



# Community Fundraising Lead

**Job Title:** Community Fundraising Lead

**Location:** The Cellar Trust, Farfield Road, Shipley, BD18 4QP

**Responsible to:** Head of Client Services

**Hours of work:** 30 hours per week – potential for flexible working

**Salary:** £22,182-£26,211 per annum pro rata (dependant on experience)

**Contract:** Permanent

**Holiday Allowance:** 25 days a year plus bank holidays, pro rata for part time staff

**Informal enquiries:** Kim Shutler (CEO): 01274 586474 or [kim.shutler@thecellartrust.org](mailto:kim.shutler@thecellartrust.org)

**Applications to:** Lucy Quirk (HR & Governance Administrator): [lucy.quirk@thecellartrust.org](mailto:lucy.quirk@thecellartrust.org)

**Closing Date:** 12pm Monday 06 January 12pm

**Interview Date:** Thursday 16 January 2020

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## **General**

The Cellar Trust is an equal opportunities employer and applications are welcome from all sections of the community, particularly BAME and LGBTQ communities who are underrepresented within the organisation.

We are a Disability Confident employer, and offer a guaranteed interview to candidates with a disability who meet all the essential criteria in the person specification. If you would like to request a guaranteed interview because of a disability, or you would require any reasonable adjustments at the interview stage of the recruitment process, please specify this in your application.

Please note that CVs will not be accepted and applicants must use the Experience section of the application form to state how they meet all of the essential criteria in the person specification.

Only applicants invited to interview will be informed – if you have not been contacted within two weeks of the closing date then you have not been shortlisted. Feedback will only be given to applicants who are unsuccessful at interview stage. The successful candidate will be required to undertake a Disclosure and Barring Service check.

## **Job Purpose**

We are committed to continuing to develop our services in order to help more people experiencing mental health problems and to finding new supporters to help make this happen. We want to take our fundraising to the next level and so we are looking to recruit a Community Fundraising Lead who will focus specifically on growing our income through community fundraising, individual giving and partnerships with local organisations. The role will also involve working with a consultancy who will deliver our trusts and foundations programme.

We are looking for an enthusiastic and experienced fundraiser with a strong track record of success in community fundraising. This is a fantastic opportunity for someone full of ideas, passion and a desire to make their mark through building new income streams. You will need to be creative, highly motivated and proactive, well organised and confident working as part of a team, and independently.

## **Accountability**

- Responsible to the Head of Client Services
- No direct line management responsibilities.

## **Key duties and responsibilities**

- Develop a Community Fundraising Strategy, including looking at how we further build on and grow existing relationships.
- Work closely with colleagues to link in with our corporate offer (mental health training and workplace wellbeing) as a way to develop new and existing relationships with organisations around the District.
- Manage relationships with corporate partners (and other organisations as appropriate) through developing positive and longer term relationships.
- Further develop and manage our Friends of The Cellar Trust (individual regular giving programme) including communications to increase the number of Friends as well as establishing communications methods to maintain good relationships with existing donors.
- Review options relating to donor management software and implement a new system for tracking our 'customer' relationships.
- Attend training to ensure that our community fundraising complies with GDPR regulations.
- Work with the Finance Lead to ensure that opportunities to realise gift aid income are maximised.
- Work with the Head of Client Services and Finance Lead to prepare and monitor the fundraising budget, including development and monitoring of fundraising KPIs – to be reported to the Leadership Meeting, and Board of Trustees.
- Keep abreast of developments in legislation and regulatory control relating to fundraising and ensure that all fundraising is conducted in line with these and with the Code of Fundraising Practice.
- To work closely with the Communications Lead to develop compelling fundraising materials and campaigns that articulate The Cellar Trust story and case for support effectively.
- To work closely with the Communications Lead to increase our profile and presence in the local community.
- To act as an ambassador for the Trust, attending external events/networks and public speaking as required including, on occasion, attending events outside of normal working hours.
- To work as a key member of the Cellar Trust Leads Team – providing expert advice and working to embed a fundraising culture in the organisation.
- To work in close partnership with Capidale: our external agency who lead on Trusts and Foundations.
- To travel across the Bradford and Airedale, Wharfedale and Craven districts to build and manage relationships with a wide variety of corporate partners.

## **Person specification**

All aspects of the person specification will be assessed through the application form with additional questions at interview stage. Therefore please ensure that all of the criteria is addressed in your personal statement with examples/evidence for each aspect of the role.

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>	<b>How Assessed</b>
<b>SKILLS AND EXPERIENCE</b>	At least 3 years' experience of working in a fundraising role with a proven track record of income generation against targets.	Experience of developing/ writing fundraising strategy – and setting up and managing new fundraising programmes	Application form Interview
	Self-starter able to work independently, but also collaboratively as part of a dynamic, close-knit team.		Application form Interview
	Ability to create and sustain relationships with a diverse group of stakeholders		Application form Interview
	Excellent verbal communication skills, the ability to negotiate and influence effectively, and speak confidently in group settings.	Experience of developing and closing corporate partnerships and donations.	Application form Interview
	Track record of resourceful and imaginative approach to income generation.		Application form Interview
	Experience of managing donor stewardship and supporter care.		Application form Interview
	Ability to manage a number of initiatives simultaneously, with excellent organisational skills and the ability to manage a varied workload.		Application form Interview
	Excellent IT skills including experience of working with CRM software/donor databases.		Application form Interview
	Excellent written skills including the ability to produce reports to a high standard for internal and external stakeholders.		Application form Interview
<b>KNOWLEDGE</b>	Knowledge of fundraising best practice and Institute of Fundraising code of practice.		Application form Interview
	Working knowledge of data protection legislation.		Application form Interview
	Knowledge and understanding of the Cellar Trust and its services.	Knowledge of the mental health	Application form Interview

		sector	
	Knowledge of the charity sector including the current challenges.		Application form Interview
	Understanding of supporter journeys.	Understanding of the corporate sector in relation to business CSR activity.	Application form Interview
<b>PERSONAL ATTRIBUTES</b>	Ability to work within and actively promote The Cellar Trust values		Application form Interview
	High degree of flexibility and 'can do' approach to problem solving		Interview
	Creative and proactive approach		Application form Interview
	Confident in developing and maintaining relationships with external partners.		Application form Interview
	Resourceful; able to use limited resources to best effect.		Application form Interview
	Strong commitment to working collaboratively as part of a team including being prepared to work collectively on organisational tasks outside of immediate job description.		Application form Interview
	Ability to combine taking a strategic view, with a practical, hands-on approach to getting things done.		Application form Interview
	Ability to reflect and personal commitment to ongoing learning and development.		Application form Interview
<b>OTHER</b>	Ability to work occasional evenings and weekends to attend or support key events.		Application form
	Ability and willingness to travel across the Bradford and Airedale, Wharfedale and Craven districts		Application form