

Job Title:	Regional Fundraiser – North, South, East, West
Job Grade (If applicable):	23-25k
Business Area:	Fundraising
Reports To:	<i>Events and Partnerships Manager</i>
Based In:	Harrogate

Overall Job Purpose (*Why does the role exist?*)

To develop, implement and manage a multi-disciplinary community fundraising strategy to deliver fundraised income, achieving agreed targets.

To recruit, support and grow a strong network of fundraising volunteers who can represent Yorkshire Cancer Research across the defined regional area.

To act as the first point of contact for Yorkshire Cancer Research supporters within the region, providing focus for fundraising and other Yorkshire Cancer Research activities.

Key Responsibilities (*Outcome focused – Avoid a list of tasks*)

1. Planning, Implementation and Delivery

1.1 Develop a fundraising strategy by researching the regional area thoroughly in order to identify opportunities to maximise income through multi-disciplinary channels.

1.2 To implement the agreed fundraising strategy, targeting prospects as required and appropriate, ensuring that all supporters feel valued.

1.3 Ensure the regional pipeline and work plan are populated and updated accurately, including reforecasting to agreed deadlines.

1.4 To develop a network of third party supporters who fundraise in aid of Yorkshire Cancer Research.

1.5 To work collaboratively with the Regional Team and the Events and Partners Manager (*Head of Regional Fundraising*) to achieve overall KPI's and non-financial KPI's.

1.6 To undertake meetings, presentations, the preparation and submissions of proposals/case for support as necessitated by the fundraising strategy.

1.7 Represent Yorkshire Cancer Research on all Regional Fundraising matters for individual volunteers and for groups and associations, providing them with the resources and recognition.

1.8 To promote and represent the work of the charity in the region, both personally and with the media ensuring the Yorkshire Cancer Research cause is known and supported.

1.9 Identify potential supporters enabling long term sustainable growth.

2. Managing Systems and Reporting

2.1 To maintain up-to-date records and information on Raiser's Edge of every Regional Supporter and Volunteer.

2.2 To use Raiser's Edge to produce action reports, reports on income and monitor responses.

2.3 To compile monthly activity reports on Regional Fundraising activities and monitor against agreed targets and budget.

2.4 To develop and manage a simple system to handle Regional Fundraising enquiries efficiently and effectively.

3. Other

3.1 Leading by example at all times demonstrating key behaviours and attitudes when representing Yorkshire Cancer Research

3.2 To develop and maintain a thorough understanding of, and ensure compliance with, all legal and contractual requirements associated with Regional Fundraising, including risk assessment, volunteer management practices, DBS Disclosures and activities such as street collections.

3.3 To keep up-to-date with current trends in the UK fundraising market and the charity sector in general through relevant publications, websites, conferences and networking.

3.4 The ability to travel and stay away from home when deemed necessary to meet the business needs.

3.6 The ability to work weekends and/or evenings as required.

3.7 A passion or affiliation for our cause and desire to make a difference.

Standard clauses for all roles:

- **To undertake additional or other duties outside the key job duties within the team and across the Charity, as the Charity may reasonably require**
- **Role modeling the YCR values day to day**

Person Specification *(Personal attributes essential to performing role e.g. skills, competence, qualifications, knowledge, experience, personal qualities)*

Skills/Personal Qualities:

- Excellent communication skills, written and oral
- Excellent telephone manner
- Computer and IT literate
- Proficient in database use (Raiser's Edge preferred)
- Well organised, able to prioritise and manage own time and work under pressure
- Able to adapt and be flexible
- Able to work effectively as part of a team and under own initiative from home base
- Enthusiastic, proactive and results driven
- Able to plan and monitor income and expenditure
- Excellent presentation skills

Experience:

- Direct community fundraising experience
- Experience of liaising with people at all levels
- Experience of successfully recruiting and managing volunteers
- Proven record of achieving financial targets
- Experience of devising and co-ordinating fundraising initiatives
- Experience of project management
- A strong track record of motivating people to get involved

- An ability to effectively network

Qualifications:

- Educated to degree level or possess a relevant qualification or appropriate experience in a directly related post

Circumstances:

- Able to work extended hours, evenings and weekends
- Able to travel extensively across the region
- Ability to stay away from home where necessary to meet the business needs of the role
- Car owner

Desirable

- *Interest or previous experience of working in the health sector*

This role profile is a guide to the work you will be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

