



# The Great North Air Ambulance Service

## Job Description

**Job Title:** Community Fundraiser (Cumbria regions)

**Department:** Fundraising

**Main Purpose of the job:** To build and maintain new and existing relationships with local schools, community groups, businesses and individuals across the region. To maximise awareness and income potential through excellent stewardship and face to face promotion of all fundraising initiatives.

**Location:** Home based – Responsible for North Cumbria **OR** South Cumbria (Involves regular travel - must have full clean driving licence).

**Hours:** Fulltime, 40 hours per week over 7 days, including weekends and evenings as determined by business needs

**Contract Type:** Permanent

**Salary:** £19,247 - £21,101 per annum

### Relationships:

- Responsible to: Regional Fundraising Lead
- Responsible for: Volunteers
- Liaise with: Donors, suppliers, general public, and charity employees/volunteers.

### Main Duties and Key Responsibilities

1. Support the Regional Fundraising Lead in the delivery of income generation objectives at regional level.
2. Represent the charity at meetings and external events, holding promotion stalls, delivering presentations, school assemblies and attending photo opportunities.
3. Responsible for distributing and servicing charity cash boxes and collecting donations following cash handing protocols.
4. To assist in planning, promoting, and delivering of a wide range of fundraising and awareness projects.
5. Provide leadership to the fundraising volunteer network based within your geographic area. Working closely with the Volunteer Coordinator to develop volunteers in key roles to increase scale, reach and sustainability.
6. To maintain an active and professional social media presence working in line with marketing and communication's guidance.
7. Support Charity of the Year applications and pitches with a strong focus on community focused partnerships with supermarkets and high footfall locations.
8. Build and maintain relationships with donors through email, telephone and face to face
9. Work closely with colleagues in the Events Team to develop community events.
10. Identify opportunities, recruit, maintain and nurture relationships with existing and potential supporters to maximise support by maintaining regular communications.

11. Managing partnerships and supporting events, ensuring supporters and volunteers have access to relevant fundraising advice, guidance and accurate signposting, whilst promoting best practice in fundraising
12. Provide regular feedback and reporting on work activity and outcomes.
13. Stock control of fundraising equipment and merchandise including carrying out deliveries and collections of fundraising equipment to supporters.
14. Undertake general administrative duties such as telephone calls and emails and ensuring effective supporter data sharing with the charity's Supporter Services Team.
15. Provide support to Community Fundraisers in other regions as and when required.
16. Assist the Regional Fundraising Lead as necessary and take on duties as required.
17. Attend training to develop skills and knowledge as necessary

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by the organisation and the overall business objectives.