

# The Great North Air Ambulance Service



## Job Description

**Job Title:** Regional Fundraising Lead (Cumbria OR North East area)

**Department:** Fundraising

**Main Purpose of the job:** To lead the Community Fundraising Team to drive ambitious growth across the region, building self-sustaining communities to deliver income, raise brand awareness and to maximise supporter engagement. Responsible and accountable for all collected income and community engagement activity.

**Location:** Operating from HQ or homebased depending on your location – Responsible for Cumbria OR the North East area (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:** £21,486 – £26,251 per annum

### Relationships:

- Responsible to: Head of Fundraising
- Responsible for: Community Fundraisers, Volunteers
- Liaise with: Donors, suppliers, general public, and charity employees/volunteers.

### Main Duties and Key Responsibilities

1. Lead the Community Fundraising Team based within your geographic area to maximise the potential of engagement opportunities and deliver income generation objectives at regional level.
2. Analyse data to identify colder communities with high potential. Implement plans to build local awareness, increase income and increase our supporter base.
3. Oversee the development and delivery of a strategic plan to ensure maximum growth in collected income in line with our fundraising objectives.
4. Create new opportunities and help to expand existing fundraising, engagement and partnerships with groups, associations, schools, individuals, companies, and local businesses within the region.
5. Ensure that community fundraising activities and collections are well planned, managed and supported by relevant charity functions including Marketing and Supporter Services.
6. Set and meet ambitious financial and non-financial key performance indicators (including income, registration targets, brand awareness).
7. Support the development of the Community Fundraising team including recruitment and the delivery of staff training as well as to lead, motivate and appraise the staff team.
8. Oversee representative (staff & volunteers) allocation of regional public engagement activity.

9. Represent the charity at meetings and external events, holding promotion stalls, delivering presentations, school assemblies and attending photo opportunities.
10. To assist in the planning, promoting and delivering of a wide range of fundraising and awareness projects.
11. To maintain an active and professional social media presence working in line with marketing and communication's guidance.
12. Support Charity of the Year applications and pitches with a strong focus on community focused partnerships with supermarkets and high footfall locations.
13. Build and maintain relationships with donors through email, telephone and face to face
14. Work closely with colleagues in the Events Team to develop community events.
15. Identify opportunities, recruit, maintain and nurture relationships with existing and potential supporters to maximise support by maintaining regular communications.
16. 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
17. Provide regular feedback and reporting on work activity and outcomes.
18. Stock control of fundraising equipment and merchandise including carrying out deliveries and collections of fundraising equipment to supporters.
19. Undertake general administrative duties such as telephone calls and emails and ensuring effective supporter data sharing with the charity's Supporter Services Team.
20. Provide support to Regional Fundraising Leads in other regions as and when required.
21. Assist the Head of Fundraising as necessary and take on duties as required.
22. 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.