

Job Description & Person Specification

Job Title: Community Fundraising Manager
Contract: Permanent
Hours: Fulltime (37.5 hours per week)
Location: London, Hammersmith, with some opportunity for remote working
Salary: £36,000 - £40,000 per annum plus benefits

About Starlight

We are the national children's charity dedicated to using the power of play to make the experience of illness and treatment better for children and their families.

At Starlight, we are passionate about protecting this time of play, championing its importance and defending every child's right to it. Our passion takes us to the bedsides of the some of the most poorly children in the UK who are in hospital, often without hope of leaving. We use the power of play to create a sense of escape from the difficult reality in which these children find themselves. To delight and distract, entertain and enlighten them. But, most of all, to restore a smile to their faces, making moments of light when the day is at its darkest.

We now work with hundreds of hospitals and hospices to provide play, distraction and entertainment services which help to improve mental, physical, social and emotional wellbeing, even in the most challenging circumstances. We also run programmes of events and experiences, which create opportunities for children and their families to build social connections. Through the work we do and the people we work with, we listen, learn, and share knowledge, working with others towards systemic change in the provision of play in hospitals.

Our Strategy and the Community Fundraising Manager role

There has never been such an exciting time to join Starlight. As our services evolve and we work to reach ever more seriously ill children than before, it is critical that we raise the funds needed to deliver those services to the children, families and health professionals who need them. Our fundraising is evolving too – we have a new website and donation portal, a new and vibrant brand and in the last eighteen months, alongside adapting to life under Covid-19, we've taken four new digital fundraising products to market. At the heart of our strategy is a real focus on building lasting, meaningful, and relevant relationships with our supporters, demonstrating the importance and value of the contributions that they make.

The nature of Community fundraising is changing and as the Community Fundraising Manager, you'll lead on our community and challenge programme, working across the Public Fundraising Team to help recruit individual donors, fundraisers and community groups across the UK. Digital fundraising is a big part of our future and you'll be responsible for exploring the potential of specific digital fundraising products and campaigns and using them to generate income for our services. As well as focussing on maximising the effectiveness of our current community and challenge event fundraising activity, you'll identify and build relationships with new communities of supporters, diversifying our products through a testing and evaluation process, to inspire and support them in raising valuable funds for Starlight.

You'll be able to work autonomously but as part of a team and your entrepreneurial skills will help you drive innovation and a collaborative way of working, with the ultimate goal of helping us deliver on our ambitious fundraising plans for the year ahead (and beyond).



Key Areas of Responsibility

1. Contribute to the development and implementation of the community fundraising plan, supporting with plans to develop and grow community fundraising campaigns and digital fundraising activity on a mass scale.
2. Manage two Fundraising Coordinators and deliver a strategic programme of flagship community campaigns to maximise income and engagement, working with the wider Fundraising team to deliver against set targets.
3. Work with the Digital Marketing Manager to input into the digital acquisition plan.
4. Proactively manage the budgets for each individual community campaign, monitoring and reporting on any anomalies.
5. Be a fundraising expert and champion.
6. Create online user journey models for our fundraisers.
7. Report on fundraising activities to senior stakeholders.
8. Use analytics, user research and audience insight to develop and optimise activity.
9. Take a bold approach to innovating with fundraising from offline and online audiences including audience driven propositions.
10. Continually test and learn to inform new product development.
11. Work in collaboration across the charity through project teams either as a project team member or manager.
12. Understand Charity and Data Protection Regulation legislation relating to community fundraising and marketing.
13. Manage email programs for fundraising - welcome journeys at point of sign up before handing over to the supporter experience team.
14. Work with the Head of Public Fundraising to identify new COY partnerships, with an aim to stewarding through to the New Business Manager (where appropriate) to support growth within our Corporate Partnerships programme.
15. Work with the Digital Marketing Manager to create lead generation programs that convert to fundraising.
16. Represent Starlight at meetings and supporter events.
17. Increase income and improve our ROI by providing an excellent supporter experience through targeted digital fundraising and tailor-made supporter journey's that engage, excite and cross-sell our new products.
18. Produce high level campaign metrics to support the evaluation and reporting of key community campaigns and digital fundraising activity.
19. Use research and analysis techniques to understand donor behaviours to help inform future community campaigns and digital fundraising activity.



20. Manage stock control and utilisation of all fundraising collateral and merchandise and work with Supporter Experience team to ensure community campaigns have a fit for purpose suite of materials and merchandise.
21. As part of the Fundraising and Marketing Management Team, develop a Digital Gold Standard Supporter Journey for all digital fundraisers, working with the Supporter Experience Coordinator and Community Fundraisers to ensure consistency with offline fundraisers and providing the opportunity to build the best, interactive relationships with digital fundraisers.
22. Manage Facebook fundraising groups and individual digital fundraisers, delivering a digital gold standard supporter journey.
23. Work in partnership with the Fundraising, Marketing and Communications team to develop and implement ideas for growing virtual fundraising activity.
24. Keep abreast of emerging digital platforms and online spaces that could provide opportunities for increasing income and donor acquisition, providing recommendations to the Fundraising Management Team.

Person specification

Requirement	Essential	Desirable	Evaluation
Experience of line managing staff, setting goals, and developing a team.	X		I
Extensive knowledge and experience of community fundraising mechanics, tools, and techniques and of running integrated fundraising campaigns.	X		I
Experience of monitoring and evaluating quantitative and qualitative KPIs, measuring impact and making recommendations for development.	X		I
Worked on lead generation programs – (email, telemarketing leads, social media prospecting, surveys, hand raisers).	X		I
Managing external agencies	X		I
Experience of online event sign up process for challenge and community events.	X		I
Financial acumen, able to prepare and manage business plans and budgets.	X		I
Experience of using audience data insight to develop new programmes and products.	X		I
Excellent communication skills – written and oral with the proven ability to communicate with persuasion and credibility.	X		A



Requirement	Essential	Desirable	Evaluation
Have experience of working with a CRM system and be knowledgeable of relevant GDPR and Fundraising Regulations.	X		I
Pride yourself in taking a truly supporter centric approach to product design and development.	X		I
Enjoy being part of a small team where individuals thrive on working outside of their designated roles from time to time to get things done.	X		A
Be willing to work occasional weekends and evenings to help deliver supporter and fundraising events.	X		I
A successful track record in community fundraising and challenge events.	X		I
Have experience of supporting and engaging corporate partner staff and working with/managing volunteers.	X		A
Leading or managing a Community and Challenge Events programme that maximises ROI and engagement through new and existing products.		X	A
Knowledge and experience of the Streaming and Gaming industry		X	A
Experience of working with services teams, building mutual trust and respect that enables appropriate collaboration, and timely use of case studies and stories in fundraising activity.		X	I
Be able to manage and co-ordinate the day-to-day operations of a fundraising team.		X	I
Solid IT skills (Microsoft Office) and the ability to work with databases	X		A

*I = tested at interview, A= tested via cv / supporting statement

What we offer

A unique opportunity to be part of an organisation that is passionate about using the power of play to make the experience of illness and treatment better for children and their families

A friendly, contemporary, open plan office environment just five minutes' walk from Hammersmith tube station with lots of shops, cafes and the River Thames on our doorstep.

A competitive salary and benefits package including 25 days holiday rising to 30 days with service; employee assistance programme; life assurance; season ticket loan; ride to work; auto enrolment pension; Vitality healthcare cover.



To apply

Please email your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role, to our recruitment partner, Charity People, on tanya@charitypeople.co.uk.

Closing Date: 5th December 2021

First Interviews from: 8th December 2021

Second interviews from: 9th December 2021

Interviews will be held at our Hammersmith office, although Teams interviews may be used in certain circumstances

Additional Information

Diversity Policy Statement

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Starlight actively welcomes candidates from diverse backgrounds.

Shortlisting

Starlight is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview on or before the dates in this document, please let us know on application if you have any difficulty with the dates. You will also be advised at this point if there will be any skills test, presentations etc. We may appoint to the role before the stated closing date if a suitable candidate is identified.

Employment Checks

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.