

JOB DESCRIPTION

JOB DETAILS	
Job Title	Fundraising Officer
Reports to	Fundraising Manager
Band	Band 5
Department/Directorate	Corporate Services/Fundraising

JOB PURPOSE
<p>The Fundraising Officer plays a key role in delivering community fundraising activity and supporter engagement across the charity's catchment area. Acting as a visible and professional ambassador, the postholder will work closely with local communities, supporters, volunteers and Trust staff to generate income and raise awareness of the charity's work.</p> <p>The role focuses on the practical delivery of fundraising events, initiatives and supporter and volunteer relationships, ensuring high standards of supporter care and contributing to agreed income targets. The postholder will work with a high degree of independence in day-to-day activity, within agreed plans and under the direction of the Fundraising Manager</p>

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES
<p>The post holder's primary duties and responsibilities are as follows:</p> <ul style="list-style-type: none"> • To deliver community fundraising activity, events and initiatives that contribute to agreed income targets. • To build and maintain positive relationships with community groups, volunteers, local organisations and small businesses to generate financial and in-kind support. • To act as a confident ambassador for the charity, delivering talks, presentations and engagement activity within the community. • To plan, coordinate and deliver local fundraising events and activities, ensuring they are well organised, cost-effective and evaluated. • To support the delivery of charity appeals to community audiences, helping to raise awareness and engagement. • To provide high standards of supporter care and stewardship, ensuring timely acknowledgement, recognition and feedback. • To support and manage volunteers involved in community fundraising activity, in line with agreed procedures. • To maintain accurate supporter, event and income records using CRM systems and approved platforms. • To monitor personal activity and income against agreed targets, escalating risks or issues appropriately. • To ensure all fundraising activity is conducted in a safe and legal fashion, complying with relevant legislation, regulation, codes of practice and internal policies.

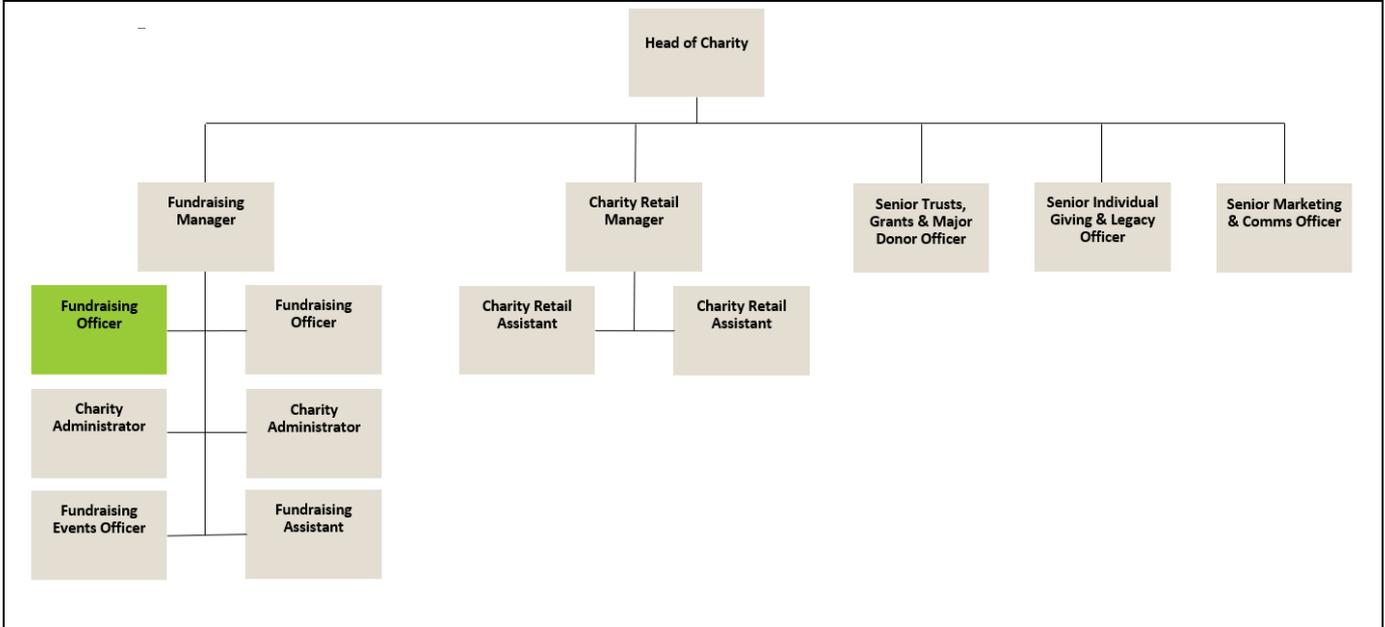
KEY WORKING RELATIONSHIPS
<p>Areas of Responsibility: Delivery of community and events fundraising activity, supporter engagement and volunteer support, ensuring high standards of donor care and accurate income recording.</p> <p>The post holder is required to deal effectively with staff of all levels throughout the Trust as and when they encounter them on a day-to-day basis.</p>

In addition, the post holder will deal with the wider healthcare community, external organisations and the public. This will include verbal, written and electronic media.

Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
<ul style="list-style-type: none"> • Fundraising and Marketing teams • Head of Charity and Senior Leadership Team • Corporate Trustees and Non-Executive Directors • Clinical, operational and care group leads • Finance and Communications teams 	<ul style="list-style-type: none"> • Donors, supporters and sponsors • Local volunteers/volunteer groups • Local organisations (WI, Rotary etc) • Event participants • Small local companies • Local media • Event organisers • Third parties (possible joint events) • Association of NHS Charities

ORGANISATIONAL CHART



FREEDOM TO ACT

The postholder will manage their own workload within agreed plans, policies and procedures, with work managed rather than supervised and within clearly defined occupational policies.

- Delivers fundraising activity independently within agreed priorities and targets.
- Agrees and applies appropriate approaches in consultation with the Fundraising Manager to deliver events and community activity.
- Exercises judgement in day-to-day supporter engagement and event delivery.
- Escalates issues, risks or resource pressures appropriately.

COMMUNICATION/RELATIONSHIP SKILLS

The role requires effective, confident and persuasive communication on a regular basis, including the ability to communicate complex and sensitive information and to adapt communication style for a wide range of audiences and settings, delivered via telephone, email, written correspondence and face-to-face contact.

- Communicates with supporters, volunteers, community groups, local businesses and Trust staff on routine and non-routine matters, including explaining complex or sensitive information and responding appropriately to emotional situations.

- Explains fundraising activity clearly and positively, using persuasive and motivational communication to encourage engagement and support, adapting style for different audiences and settings.
- Delivers talks, presentations and informal speaking engagements to community groups, schools, organisations and event audiences.
- Attends and represents the charity at community events, shows, exhibitions and fairs, engaging with members of the public and supporters.
- Responds confidently to questions from the public, supporters and volunteers, representing the charity professionally.
- Builds positive, trust-based relationships and acts as a visible ambassador for the charity.
- Handles sensitive or confidential information appropriately.

ANALYTICAL/JUDGEMENTAL SKILLS

The postholder will analyse information and exercise judgement regularly.

- Monitors fundraising activity and income using CRM systems and online platforms.
- Identifies issues, risks or opportunities and takes appropriate action within agreed frameworks.
- Balances multiple demands while maintaining accuracy and supporter care standards.
- Uses feedback and performance information to improve future fundraising activity.

PLANNING/ORGANISATIONAL SKILLS

The role involves planning, coordinating and delivering a range of **complex** fundraising activities and events within agreed priorities, often involving multiple stakeholders and competing demands.

- Plans and organises multiple and often complex fundraising activities and supporter engagements simultaneously, balancing competing priorities and deadlines.
- Develops clear plans and timelines for community activity, ensuring tasks are completed on time and resources are in place.
- Coordinates activity with volunteers, colleagues and external stakeholders to ensure smooth delivery.
- Manages competing priorities effectively, adjusting plans in response to changing circumstances or emerging opportunities.
- Ensures appropriate preparation, follow-up and evaluation of fundraising activity to inform future planning.
- Identifies, monitors and escalates risks associated with fundraising activity or events, undertaking ongoing dynamic risk assessments and highlighting compliance, reputational and health and safety risks.

PATIENT/CLIENT CARE

The postholder will have occasional direct contact with patients, relatives and carers who wish to donate or discuss fundraising support.

- Engages sensitively, empathetically and professionally with patients and families, including those affected by serious illness or bereavement.
- Provides clear information about ways to support the charity, responding appropriately to questions and emotional cues.
- Maintains clear professional boundaries and knows when to signpost individuals to clinical staff or other support services.

POLICY/SERVICE DEVELOPMENT

The postholder contributes to service improvement within defined frameworks and supports the implementation of policy and service change within own area of responsibility.

- Implements established fundraising, finance and Trust policies and procedures, including the Fundraising Regulator's Code of Practice and relevant legislation, within own area of work.

- Proactively identifies opportunities to improve fundraising processes and supporter experience, making recommendations for change and supporting the implementation of agreed improvements.

FINANCIAL/PHYSICAL RESOURCES

The postholder is responsible for managing fundraising resources within defined limits and agreed procedures.

- Monitors and maintains stock levels of fundraising materials for events and community activity, escalating shortages or issues as appropriate.
- Supports the accurate handling, recording, acknowledgement and banking of donations.
- Supports reconciliation and reporting of event income in line with agreed procedures.
- Uses fundraising materials and resources appropriately and responsibly.
- Supports value-for-money approaches to event delivery.

HUMAN RESOURCES

The postholder has no line management responsibility.

- Provides advice, guidance and informal support to colleagues and volunteers as required.
- Contributes to effective teamwork and knowledge sharing.
- Uphold the Trust Values by demonstrating them in your day-to-day work.

INFORMATION RESOURCES

The postholder handles and analyses information on a frequent basis.

- Maintains accurate supporter records using CRM systems.
- Produces monitoring reports as required and in line with agreed KPIs using CRM systems and spreadsheets, including basic analysis of income and activity to support monitoring and decision-making.
- Ensures compliance with GDPR and information governance requirements.

RESEARCH AND DEVELOPMENT

The postholder undertakes ongoing professional development.

- Keeps up to date with fundraising best practice relevant to community fundraising.
- Uses feedback and learning to improve future activity.

PHYSICAL SKILLS

- Standard keyboard and IT skills.
- Practical skills to support event delivery, including setting up and dismantling gazebos, tables, banners and displays.
- Ability to lift, carry and transport fundraising materials safely, in line with manual handling guidance.
- Driving skills or access to suitable transport to travel across the catchment area.

PHYSICAL EFFORT

- Prolonged sitting with some standing and movement during the working day.
- Occasional lifting, carrying and transporting of fundraising materials and equipment (for example, event materials and display items).
- Occasional travel between Trust sites or to attend meetings and events.
- Occasional evening or weekend work to support fundraising activity.

MENTAL EFFORT

- Frequent concentration is required for prolonged periods when undertaking planning, data entry, monitoring income and preparing reports, often while managing interruptions and competing demands.
- Frequent prioritisation and re-prioritisation of workload to meet deadlines.
- Managing competing demands and changing priorities.

- Processing varied and sometimes complex information.
- Adapting to changing work patterns and service needs.

EMOTIONAL EFFORT

- Occasional exposure to emotionally sensitive subject matter, including discussions relating to serious illness, end-of-life care, bereavement and legacy giving.
- Occasional direct contact with patients, relatives or bereaved supporters who may be distressed or emotional.
- Requirement to maintain professionalism, empathy and emotional resilience while upholding appropriate boundaries.

WORKING CONDITIONS

- Frequent use of display screen equipment for extended periods.
- Hybrid working model, with a combination of office-based, site-based and remote working.
- Regular travel between Trust sites and community locations.
- Predominantly lone working when attending community events, meetings and fundraising activities.
- Evening and weekend working as required to support fundraising events and activity

OTHER RESPONSIBILITIES

Take part in regular performance appraisal.

Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling.

Contribute to and work within a safe working environment.

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection.

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DES) if appropriate to role.

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

At the Royal Devon, we are committed to reducing our carbon emissions and minimising the impact of healthcare on the environment, as outlined in our Green Plan available on our website. We actively promote sustainable practices and encourage colleagues to explore and implement greener ways of working within their roles.

PERSON SPECIFICATION

Job Title	Fundraising Officer
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Requirements	Essential	Desirable
<p><u>QUALIFICATIONS / TRAINING:</u></p> <ul style="list-style-type: none"> GCSE English and Mathematics (Grade C or equivalent) or equivalent literacy and numeracy skills Educated to degree level or equivalent relevant experience Fundraising qualification or working towards a relevant professional qualification 	<p>E</p> <p>E</p>	<p>D</p>
<p>KNOWLEDGE/SKILLS</p> <ul style="list-style-type: none"> Knowledge of community fundraising and/or event fundraising Understanding of fundraising regulation and best practice, including the Fundraising Regulator’s Code of Practice and GDPR Ability to deliver high standards of supporter care and stewardship Experiences of using databases to record activity and manage information Strong written and verbal communication skills Ability to engage confidently with members of the public and represent the charity positively Experience of assessing risk and working safely Knowledge of NHS or healthcare charity fundraising Experience using online fundraising platforms such as JustGiving or Enthuse 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>D</p> <p>D</p> <p>D</p>
<p>EXPERIENCE</p> <ul style="list-style-type: none"> Experience working in a fundraising, community engagement, events or customer-facing role Experience planning, coordinating or supporting events or activities Experience working with volunteers or supporters Experience of meeting targets or objectives within a role Experience working in a charity or voluntary sector environment Experience delivering talks, presentations or public engagement activity 	<p>E</p> <p>E</p> <p>E</p>	<p>D</p> <p>D</p>

<ul style="list-style-type: none"> • Experience of handling cash or processing payments 		D
<p><u>PERSONAL ATTRIBUTES:</u></p> <ul style="list-style-type: none"> • Enthusiastic, motivated and proactive approach • Ability to work independently and as part of a team • Strong organisational skills and ability to prioritise workload • Professional, reliable and trustworthy • Empathy and emotional resilience when dealing with sensitive situations • Commitment to continuous learning and development • Strong alignment with Trust and charity values 	E E E E E E E	D
<p>OTHER REQUIREMENTS</p> <ul style="list-style-type: none"> • The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust. • Ability to work flexibly, including occasional evenings or weekends • Ability to travel between Trust sites and attend meetings or events as required • Full UK driving licence, access to a vehicle for business use and appropriate business insurance. • Willingness to undertake mandatory training, including health and safety and manual handling 	E E E E E	

		FREQUENCY			
		(Rare/ Occasional/ Moderate/ Frequent)			
WORKING CONDITIONS/HAZARDS		R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	N				
Contact with patients	Y	X			
Exposure Prone Procedures	N				
Blood/body fluids	N				
Laboratory specimens	N				
Hazard/Risks requiring Respiratory Health Surveillance					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	N				
Respiratory sensitisers (e.g isocyanates)	N				
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	N				
Animals	N				
Cytotoxic drugs	N				
Risks requiring Other Health Surveillance					
Radiation (>6mSv)	N				
Laser (Class 3R, 3B, 4)	N				
Dusty environment (>4mg/m3)	N				
Noise (over 80dBA)	N				
Hand held vibration tools (=>2.5 m/s2)	N				
Other General Hazards/ Risks					
VDU use (> 1 hour daily)	Y				X
Heavy manual handling (>10kg)	Y		X		
Driving	Y				X
Food handling	Y	X			
Night working	N				
Electrical work	N				
Physical Effort	Y		X		
Mental Effort	Y			X	
Emotional Effort	Y			X	
Working in isolation	Y			X	
Challenging behaviour	Y	X			