



JOB DESCRIPTION

Job Title:	Community Fundraiser
Responsible to:	Community Fundraising Manager
Department:	Income Generation
No of Job Holders:	1
Last Update:	20 May 2025

Job Purpose

- The Community Fundraiser at The Prince & Princess of Wales Hospice plays a crucial role in grassroots fundraising, community engagement, and education. This position focuses on connecting with new and existing supporters, leveraging local networks, and maximising fundraising opportunities within the local community. Additionally, the Community Fundraiser will champion projects such as the education program, fostering awareness and understanding of hospice services and charitable status among the wider community. The goal is to strengthen community ties, raise funds, and enhance the hospice's impact through local engagement.
- This position shares the responsibility for raising income through combined Fundraising team activities and donations in support of The Prince & Princess of Wales Hospice's financial needs.

Role Dimensions

- The role includes: Fundraising, Relationship Management, Marketing and elements of Event logistics.

Role of Department

- To achieve strong sustained net income growth in order to enable the Hospice to meet its operational and strategic aims.
- To communicate the value of the Hospice, raising brand awareness and promoting services as a leading provider of specialist palliative care.
- To identify and develop a varied portfolio of income streams ensuring sustainability.
- To establish and maintain sustainable relationships to benefit Hospice fundraising and marketing initiatives.
- To work as part of the wider Hospice Team to contribute to the overall strategic aims of the Hospice.

Roles & Responsibilities

- **Community Engagement**
 - Support the implementation of the hospice Community Fundraising strategy, helping to ensure goals are met.
 - To actively build and maintain successful relationships within the local community to secure support for the hospice, from areas such as clubs, religious establishments, educational establishments and supporter-led community events.
 - To record supporter information and activity on the supporter database and ensure supporter information is kept up to date and that data is entered in line with procedure.



- To motivate and encourage lapsed, new and existing donors from the local community.
- Build and foster groups out in the local community, who will support and champion the hospice within their own communities.
- Leverage the hospice's place and brand, utilising the Bargacree Café, to engage with patrons to build community-based fundraising opportunities.
- Cultivate a pipeline of supporters in the community to run supporter-led events and activities on behalf of The Prince & Princess of Wales Hospice.
- Grow supporter-led event income
- To provide donors with information and materials to enhance their fundraising activities and support them with their fundraising initiatives.
- To work creatively and innovatively maximising donor support.
- The Community Team will work closely with the Events Team to deliver PPWH community events. This will include handling event budgets, costings, and controls for assigned events and activities.
- **Geographical Prioritisation:**
 - Work as part of a team prioritising geographical areas with the highest support, leveraging digital insights available to the hospice.
 - Focus efforts on areas where the hospice has a strong presence and engaged supporters.
- **Targeted Engagement:**
 - Identify and target previous supporters and specific groups with a direct connection to the hospice.
 - Engage more actively with Bargacree Café patrons, patients, and families via the clinical team.
 - Work closely with the Volunteering team to cultivate new community fundraising donors
 - Explore partnerships with local businesses and involve them as “local community heroes” supporting the hospice.
- **Messaging and PR:**
 - Capitalise on PR opportunities and create impactful case studies.
 - Communicate the hospice's mission and impact effectively to the community.
 - Build connections and strengthen relationships with new and existing supporters both face to face and through the use of social media.
 - Utilise the Marketing & Communications team to prepare marketing collateral to support marketing activation covering education, community fundraising activities and brand awareness.
 - Support the fundraising team's donor retention and donor reengagement initiatives.
 - Represent the hospice at functions when necessary.
 - Identify compelling and innovative PR stories that fit with the fundraising department's campaigns and achieve maximum possible media coverage.
 - Ensure PR stories are as accurate as possible and passed to the communications department.
- **Other:**
 - To work with and support other members of the fundraising team to achieve team and individual targets. Identifying and forwarding leads to appropriate colleagues.
 - There is an expectation that this position may be required to attend events either hospice related or external events.
 - To produce reports and updates as required.
 - To support in the onboarding process of new members of the fundraising team.
 - To work flexibly to provide an agreed level of fundraising department cover through core hours and at events.
 - To be proactive in identifying continuing training development requirements.



- To provide support and cover for team members, this may include cover for the car counting process
- To operate within the policies, procedures and guidelines of the Hospice, reflecting both national legislation and industry best practice.
- To monitor innovative fundraising activities within the community fundraising sector drawing on ideas to implement within the Hospice.
- To be responsible for the administration needs of designated income generation.
- Carry out other tasks consistent with the general remit of the post.
- The ability to demonstrate behaviors that support the values of the Hospice.

This list is not exhaustive.

This job description is subject to periodic review with the postholder. Duties may change in line with the service changes and of the postholders own personal development. The post holder may be required to work different working hours based on requirements.

I agree that this is an accurate reflection of the duties involved in my current role in The Prince & Princess of Wales Hospice.

Job Holder's Signature: _____ **Date:** _____

Head of Department's Signature: _____ **Date:** ____

PERSON SPECIFICATION

	Essential	Desirable
Qualifications		
Fundraising Qualification		√
Full valid driving license and access to a vehicle	√	
Experience		
2-3 years experience in community fundraising, non-profit management or related roles	√	
Proven track record of successful community engagement and fundraising.		√
Familiarity with hospice services and the local community.		√
Skills/Abilities:		
Project management and organisational skills.	√	
Excellent communication and relationship-building skills.	√	
Strategic thinking and problem-solving abilities.		√
Proficiency in resource allocation, budget management and revenue generation.		√
Effective communication and collaboration across teams.	√	
Computer literate with good PC skills. Experience with Microsoft Office.	√	



Experience with Raiser's Edge or other relationship management databases.		√
Dynamic, self-motivated person who can work unsupervised whilst also being a team player	√	
Excellent organisational skills and the ability to prioritise and time manage effectively to meet deadlines.	√	
Ability to work under pressure while paying attention to accuracy	√	
Excellent persuasion, negotiation and influencing skills.	√	
Creative approach	√	
Professional and friendly	√	
Enthusiastic with a positive approach	√	
The ability to work in a way that upholds the values of the Hospice.	√	
The ability to demonstrate behaviors that support the values the Hospice.	√	
Flexible to work on occasional unsocial hours including evenings and weekends	√	
Knowledge		
Understanding of grassroots community fundraising strategies.		√
Awareness of local PR opportunities and community dynamics.		√
Awareness of community engagement strategies and fundraising best practices.		√
Sensitivity to the hospice's mission and the needs of patients and families.		√
Knowledge of fundraising regulations		√