

## Job Description

**Job Title:** Female Community Fundraiser

- *Schedule 9, Paragraph 1 of the Equality Act 2010 applies.*
- *This post is exempted from Rehabilitation of Offenders Act 1974*

**Location:** Anawim, Balsall Heath, Birmingham

**Grade:** SCP 28-30

**Salary:** £27,197-£29,204 per annum (pro rata for part-time employees)

**Hours:** 37 hours per week (part-time hours will be considered)

**Responsible to:** Fundraising and Communications Manager

### Background to the project

Anawim is an independent charity originally founded by the Sisters of Our Lady of Charity. The trustees include representatives from Father Hudson's Society and Our Lady of Charity, who worked with them to develop the work, their joint vision and ethos continue to inspire the project. Anawim seeks to support women who are vulnerable due to poverty, homelessness, abuse, rape, addictions, and may be drawn into prostitution and/or offending as a consequence. It recognises prostitution as exploitation of women. All staff, whether working in a paid or voluntary capacity, are expected to respect and work to the core values of respecting others, valuing all, and belief in the possibility of a life lived to the full potential.

### About the role:

- Would you be inspired by working for an award-winning organisation which is passionate about making tangible changes to women's lives?
- Would you like to play a key role in Community Fundraising to help Anawim move into a new and exciting stage of its journey?
- Could you raise awareness about its vital services for women with multiple and complex needs, and engage with the community to generate support for the charity?
- Are you creative, proactive and looking for a new challenge?

We are looking for a Community Fundraiser to join our team who can bring passion, commitment and a fresh perspective to Anawim's fundraising activities. As Anawim is ever changing and developing, we now need to look at how to engage and involve local community and businesses in fundraising to sustain Anawim's services. Working within a passionate and dedicated team to raise Anawim's profile in the local community and strengthen our online presence, this role requires an experienced and innovative person with high level enthusiasm, an understanding of community fundraising, great communication skills and an inclusive, professional approach. We often work collaboratively at Anawim and are looking for someone with the ability to work both independently and as part of a team, who can engage with a wide variety of audiences, from Anawim's staff and service users, to local businesses and community groups.

The role can be either part time or full time and a combination of home and office working, with an expectation of at least 2 days in office per week. This will be a new role for the organisation and will work alongside the Fundraising and Communications Manager and Communications Officer.

### **Key Responsibilities:**

- Grow income through Community Fundraising, engaging with local businesses and groups, existing supporters plus researching, planning and implementing new fundraising initiatives
- Research and develop links with local places of worship, societies, charities and other organisations and businesses whose values and mission align with that of Anawim's, and will support our cause
- Give talks to raise awareness about Anawim's services with the help of Anawim's women, staff and volunteers. Organise events and fundraising activities along with local groups, schools and businesses
- Liaise with external supporters, staff, volunteers, trustees or service users who are undertaking fundraising to ensure they are equipped with the relevant resources, and support at events where needed. Contact supporters using fundraising pages/platforms to provide them with help and support
- Support to design and deliver events, including generating and distributing publicity, as well as digital fundraising campaigns, ensuring brand consistency at all times
- Working alongside Anawim's Communications Officer, support with Anawim's external newsletter, digital marketing campaign planning, identifying and planning potential partnership events, basic website maintenance and creating publicity materials using Canva
- Along with the Fundraising and Communications Manager, be a point of contact for donors and supporters, maintaining a highly personalised approach throughout the donor journey
- Manage and grow income from collection pots, Anawim's text donate and QR code options in the local community

- Support to collect and manage donor information and supporter details using Anawim's CRM database in line with GDPR policies and processes
- Support Anawim's corporate donors and encourage their support and participation in our events and appeals
- Support the Fundraising and Communications Manager to deliver a Community Fundraising Strategy which will later include working towards KPI's (Key Performance Indicators)
- Ensure all Community Fundraising procedures are in line with current legislation and the Fundraising Code of Conduct

## PERSON SPECIFICATION

**Job Title:** Community Fundraiser

**Location:** Anawim, Balsall Heath, Birmingham

Area	Essential	Desirable	Method of Assessment
<b>Qualifications</b>		Fundraising qualification or similar	A, D, I, R
<b>Experience</b>	Experience of raising funds in a community setting Recent and relevant experience in a similar role Experience working with supporters/donors Securing new partnerships	Experience of business development/ employer engagement	A, I
<b>Knowledge</b>	Knowledge of fundraising principles, methods and procedures Knowledge of working with databases and pipelines	Understanding of the women's sector/ issues facing Anawim's service users Understanding of Birmingham/local area	A, I,
<b>Skills and abilities</b>	Good presentation skills Well organised with office skills Customer service skills Great communication skills Cultural awareness and inclusive approach Target-driven approach		A, I, R

<b>Disposition / Personal Qualities</b>	Engaging and enthusiastic Flexible approach and positive outlook A talent for building and		A, I
	nurturing great community relationships Ability to work both independently and as part of a team		
<b>Other</b>			

**Method of Assessment:**

**A = Application Form D = Documentation I = Interview T = Test/Exercise  
R = Reference**