

## **Community Fundraiser & Digital Marketer, Cancer Care West (CCW)**

### **Job Description**

The primary aim of this role is to expand and develop the fundraising programmes of CCW and to increase voluntary contributions for CCW services to cancer patients and their families in the West and North West of Ireland.

The priority for Cancer Care West Fundraising Team is the continued expansion and development of the Charity's fundraising programmes throughout the West and Northwest region, primarily through campaigns run directly by the charity, interaction with voluntary support groups and the development of regional networks

### **Key objectives and Activities**

Be responsible as part of the fundraising team for Cancer Care West' fundraising in the regions we serve.

Support in the administration of the Charity and in ensuring that the Charity operates and is managed at the highest standards of governance, compliance and accountability and is committed to the achievement of excellence in all of its activities.

### **Fundraising Programmes**

Work to matching or maximising fundraising targets set out for the current financial year.

Develop and implement proposals to grow the Charity's fundraising programmes throughout your region, with particular emphasis on the concept of "Friends of Cancer Care West" whereby such groups with your support and motivation, will become largely self sufficient and self perpetuating in their fundraising programmes, or through informal networks of individuals, community and workplaces groups, or otherwise.

Own and develop existing campaigns run by the charity. Manage and develop the Charity's designated fundraising campaigns you are directly involved and ensure these events and campaigns are planned, organised and managed efficiently and effectively.

Generate and introduce new fundraising initiatives and revenue streams to support the financial needs of the charity. Develop innovative approaches to existing and new fundraising activities in accordance with CCW's needs and ensure all fundraising opportunities are explored and where appropriate communicated with CEO.

To build and maintain CCW's profile as a charity of choice for individuals and corporations by establishing and maintaining excellent relationships with the Charity's existing and potential supporters, both individual and corporate, internal and external to CCW and to work closely with other CCW staff to ensure optimum donor care.

To leverage new and existing relationships to achieve support for CCW's events and campaigns through individual and corporate sponsorship, corporate donations and staff support.

Promote and work to the ethos of the charity throughout all campaigns and promotional activities, communicating the benefits, services and facilities of CCW.

Identify and build a CCW Volunteer Corps in the region who will be available to provide voluntary support to the charity in its major projects and also incorporate this group onto our database.

Deliver on agreed Annual fundraising plans established as agreed with the CEO. Provide monthly or on a frequency requested by CEO, reports on performance and participate in regular reviews of performance. Prepare budgets, timelines and evaluations in relation to all campaign owned events.

### **Database \Website\Social media development**

Ensure that CCW social media tools ( Facebook\Twitter) are an integral part of highlighting CCW's fundraising campaigns\events which will also in turn build up a following for the charity on their sites.

Grow and maintain to the highest standards CCW'S active database of supporters and utilise this database as a significant marketing tool to communicate with donors and supporters regarding specific fundraising events\campaigns managed by you. Ensure that all your relevant donor data is recorded and updated to the CCW database in compliance with data protection legislation.

Ensure CCW Website is kept up to date to the highest standards in relation to fundraising (upcoming events, chq presentations etc). Fully utilise the website as an important fundraising tool where people can be directed to find out more about past and upcoming events.

Project manage all promotional materials for own campaigns and projects for website and social media, in partnership with relevant team members.

### **General Fundraising**

Create heightened awareness of CCW and it's objective and proactively promote and represent Cancer Care West in the region, through companies (presentations to employees and social committees), schools, clubs and societies, professional bodies, charitable organisations and trusts specially convened groups at lunches, coffee mornings etc. Provide administrative support to fundraising activities as required

## **Person Specification**

### *Education*

- A relevant third level Qualification

### *Experience*

- A minimum 2 years' experience in a similar fundraising, marketing or communications role

### *Communication and interpersonal skills:*

- Delivering group communications and presentations
- Ensuring excellence in written work
- Meeting skills- effective preparation, facilitation and follow up
- Proficiency in MS Office suit, PowerPoint and general computer skills

### *Teamwork and Collaboration:*

- Influencing colleagues and stakeholders
- Inspiring others to a common vision
- Building networks
- Sharing knowledge
- Tolerating and assisting others with different work styles
- A team focus and a collaborative way of working

### *Self-Management:*

- The ability to self-manage and work on own initiative
- Producing consistent quality work
- Being flexible
- Managing time efficiently
- Accuracy and effectiveness in managing administration and IT systems

### *Fundraising:*

- Acquiring and retaining donors
- Leading, implementing and evaluating projects
- Creating new opportunities
- Achieving fundraising targets
- Managing the fundraising budget
- Generating publicity and increasing social media profile
- Managing fundraising administration

## **Administration and Operating Procedures**

Administration and Operating Procedures will comprise of the following:

- Co-ordinate and support the external presentation of the Charity in the region by way of printed material, marketing aides, website etc to the highest professional standards possible. Also support in the maintenance and presentation of the Cancer Care West offices, particularly to members of the public who call there, whilst accepting their limitations of space etc.
- Implement the Charity's Financial Policies & Procedures Hand book. Develop the expertise to maintain and report on, as need may arise, the charity's financial accounting and management information.
- Maintain clear records of all contacts, activities and funds raised.
- Be responsible for content and production of launches for own projects when relevant and provide support to other team members.
- Co-ordinate with colleague Fundraising Manager out of office engagements whereby either project manager will be present where possible at CCW offices, during the Charity's office hours.
- Participate in team meetings.
- Develop and maintain close liaison with other team members,
- Perform other duties as may be assigned by CEO

To contribute towards CCW being a highly regarded and ethical charity by demonstrating behaviours which are in accordance with the values of the charity, namely:

- Respect - for donors
- Excellence - through ethical fundraising
- Compassion - understanding our donors needs
- Stewardship - responsible investment in and use of fundraised income
- Partnership - with all staff and the wider community

Present a positive and professional image in your work which promotes the vision, values and objectives of CCW.

*Note: The duties and responsibilities outlined in this job description are not meant to be definitive or restrictive and may be amended to meet the changing needs of Cancer Care West. CCW reserves the right to reassign staff as appropriate and necessary.*