



Community Fundraising Manager

Information for Applicants



Contents

Welcome from our CEO

Background Information

The Role

Person Specification

What we do for you

How to apply

Welcome from our CEO

Dear Applicant,

Thank you for your interest in the post of Community Fundraising Manager with NICHS. This is a new and exciting role within our Fundraising team..

I believe that in order to make the difference that we do, it is essential to recruit a team of high performing, dedicated staff. In this application pack you can find out more about what it takes to become a key part of the NICHS team.

As a voluntary sector organisation, one of the most important investments we make is in our people.

By embracing the world recognised Investors in People Standard, we have made a commitment to strive towards the very best in people management excellence and to make NICHS a great place to work.

Living to a set of values that are consistent with the philosophies of NICHS has been fundamentally important in supporting and inspiring our people. These values articulate those things that we genuinely believe in - *caring, excellence, integrity and inclusion*.

For many, this values-driven culture is a key element of what makes NICHS a *special* place to work. People demonstrate how they experience the values personally and strive to act as role models, applying them on a daily basis in their relationships both with service users and colleagues; treating people with dignity and respect; supporting people to be involved in their communities; taking responsibility for actions; and being honest, open and accountable. In short, achieving our charitable aims to the highest possible standard.

Our collaborative working style has brought together staff from across departments, and built a strong sense of team identity. We are lucky to have attracted and retained a resilient and talented work force, and have many long serving members of staff, some who have been with us for more than 30 years: clear evidence that NICHS is a special place to work, with a climate of positivity, characterised by optimism, mutual supportiveness and good humour.

I would like to thank you for your interest in joining the NICHS team.

Yours faithfully,

Declan Cunnane

Chief Executive



Background Information

The work we do is vital for everyone in Northern Ireland.

Today in Northern Ireland 10 people will suffer a heart attack. 11 people will have a stroke. And 1 in every 8 deaths will result from respiratory failure. In addition to this almost 200,000 people are living with long term chest, heart, or stroke conditions.

Northern Ireland Chest Heart & Stroke is a local charity which helps people living with these conditions and their families. Each year we need to raise over £3m to fund our range of programmes, community services and research in the hospitals and universities of Northern Ireland.

Our vision for Northern Ireland is one where everyone can live life to the full, free from chest, heart and stroke illnesses. To achieve this, our work is focused in these areas: Care Services, Prevention, Health Promotion, Research, Lobbying and Policy Work. All our work is within Northern Ireland. When people donate to NICHHS, they know their entire gift will be used for local benefit.

Please visit our website to find out more about what we do, and the difference that we make <https://nichs.org.uk/about-us/who-we-are/>.



The Role

Job Title: Community Fundraising Manager

Responsible to: Director of Fundraising

Hours per week: 35 hours

Location: 21, Dublin Road, Belfast HQ

Salary: £35,444 (Pt 40 NJC)

Contract: Permanent

Job Description

The Role

Northern Ireland Chest, Heart and Stroke is about to launch an ambitious new five year Strategic Plan in April 2018 to significantly develop and grow its current care and prevention service offering, which currently costs £3.6M per annum to operate, as well as reinforce and strengthen its position as a leading local health charity fighting against chest, heart and stroke related illnesses in Northern Ireland.

We are looking for a highly motivated and experienced professional with an impressive track record in delivering on set income targets to join our fundraising team. This is an exciting and challenging role with the main goal to significantly grow community income, by broadening and strengthening regional support as well as helping to raise both awareness and the profile of NICHHS across Northern Ireland.

As Community Fundraising Manager you will develop an innovative action plan aligned to the overall fundraising strategy. You will manage a small team of three community fundraisers and a growing pool of community ambassadors across Northern Ireland to successfully deliver on all set targets. Building and developing valuable and lasting relationships with supporters, groups, community ambassadors, local businesses and the media will be key to your success.

Who we are looking for



Our ideal candidate will be good at building engagement and forming key relationships. Whether your experience has been gained in the charity or corporate sector, it is essential that you can demonstrate an impressive track record of delivering against financial and non-financial targets, driving activity in line with key plans, leading a team and inspiring supporters. It is essential you demonstrate strong networking, team building and influencing skills to ensure your team is supported to deliver the greatest value from existing relationships and future opportunities.

You will be based at NICHHS HQ but the role will require extensive travel throughout Northern Ireland. You must therefore have a full UK driving licence at the time of application and the work will also require some unsocial and out of hours working. Car allowance is provided. There is flexible working to support evening and weekend events and you will be compensated for this with time off in lieu

MAIN RESPONSIBILITIES

Strategic Management

- To help develop an innovative community fundraising and engagement strategy to maximise income from a broad range of community sources, and which also helps to raise both the awareness and profile of NICHHS throughout NI
- To develop and lead in the delivery of a supporting operational plan, stretch income targets and KPIs for the team, to include developing contingency plans as appropriate throughout the year to ensure all annual targets are met
- To develop and lead in the delivery of an engagement and stewardship programme to grow and strengthen the community ambassador network to increase regional capacity and ensure networks are capable of covering the entire geographical area of NI

Operational and Engagement

- To manage and develop a pro-active and highly effective regional fundraising team, encouraging autonomy and leading by example to ensure successful delivery of all set objectives and targets
- To develop, market, and implement a range of activities and initiatives which maximise community income from a broad range of sources and produce good ROI, ensuring cost effective methods

- To monitor, evaluate and report on all community related income streams
- To ensure the effective and efficient use of the fundraising CRM database to accurately record and manage all activity
- To work collaboratively across the wider fundraising department to ensure overall targets are met, helping to promote and sell across all relevant income stream including; Donations in lieu of gifts, Gift Aid, Events and regular giving
- To be innovative and creative in both researching, creating and piloting new fundraising opportunities within agreed parameters of risk

Marketing

- To oversee the development of creative and inspiring fundraising products and materials to support all related activity
- To work closely with the Communications team to effectively utilise all engagement channels and platforms to maximise all audiences, and develop links with local and regional media to support fundraising needs

Other Duties

- Keep abreast of changes within the sector and adapt to keep the programme of activities modern and engaging
- Any other duties as reasonably required in line with the skills, knowledge and experience.
- To pro-actively network and engage working hard to open up new opportunities and contacts

Person Specification

Criteria	Essential or Desirable
1. Full UK driving licence and access to a car	Essential
2. A minimum of 3 years proven track record in a community fundraising or similar role where you can demonstrate ability to deliver, generate income and achieve growth targets	Essential
3. Experience in developing innovative pro-active fundraising initiatives or sales plans which have contributed to successfully achieving financial targets	Essential
4. Proven experience in working with and understanding budgets and reporting	Essential
5. A proven track record of being a good team player and motivating and engaging staff and/or volunteers or demonstrable transferable skills	Essential
6. Experience of using marketing and PR to target and engage supporters or demonstrable transferable skills	Essential
7. Excellent written and oral communication and presentation skills	Essential
8. Experience of managing a diverse workload, coupled with excellent prioritization and organisational skills	Essential
9. Advanced level IT skills including Excel, Word, PowerPoint, and fundraising Databases	Essential
10. Experience of working in a Community Fundraising role	Desirable
11. Experience of leading a team to deliver targets and KPIs	Desirable
12. A third level qualification or equivalent	Desirable
13. Experience of establishing and managing community fundraising groups to raise funds or demonstrable transferable skills	Desirable
14. Knowledge of the work of NICHS and a desire to work in the charity sector	Desirable

What we do for you – Our reward statement

Integrity

Salary
Employer Pension contributions (NEST/Company pension scheme)
Access to Financial Adviser
Pay increases linked to NJC – cost of living
Organisation wide training budget
Attendance at external seminars and conferences
Accommodation at events
Business expenses
Car Mileage Scheme
Uniforms
Enhanced paid annual leave
Paid Bank and Public Holidays
Additional celebration days e.g. Royal Wedding, Jubilee
TOIL & Managed Time
Enhanced sick pay
Enhanced Parental Pay (maternity, paternity, adoption pay)
Laptop provision
Mobile phone provision
Bike to Work scheme
Translink TaxSmart scheme
Death in service plan

Inclusion

Return to work interviews
Occupational Health service
Access to Independent counselling service 24/7
Access to a free health check
Staff Health and Wellbeing days
Kitchen facilities
Free tea/coffee/milk/water fountains
Flowers/gifts to recognise employees with 10 and 15 years service
Chairman's letter and gift to recognise staff with 20+ years service

Excellence

Comprehensive induction training
Investors in People Accredited
6 month probation period
Annual Performance Review
121 meetings with line manager
Team Meetings
On the job learning
Learning & development linked to Operational plan
Continuing professional development
Learning & development linked to individual requests
Study leave
Strategy away days
Staff team building away days
Coaching & mentoring
Training certificates
Open culture of communication
Staff empowerment – involvement in decisions and consultations
Policies and procedures
Equality of opportunity

Caring

Childcare Vouchers Scheme
Compassionate & Bereavement Leave
Early closure at Christmas, Easter and July
Part time work
Compressed Hours
Remote/Home Working
Parental leave
Dependency leave
Job share
Flexible working hours
Domestic distress leave
Reasonable time off to attend appointments
Marriage leave
Incremental increases to annual leave to recognise long serving staff

How to apply

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY

1. Your application pack contains information about NICHS, the job vacancy and the person required. You should read these carefully.
2. You must complete the application form fully and accurately. If there is insufficient space for your answer, continue on a separate sheet. If typing your application form, the boxes will expand as you type.
3. It is your responsibility to ensure that sufficient information is given on the application form to enable the shortlisting panel to assess your suitability for this post.
4. PLEASE SHOW CLEARLY IN SECTION 4 OF YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND DESIRABLE CRITERIA OUTLINED IN THE PERSON SPECIFICATION ENCLOSED.

THE SHORTLISTING PANEL WILL REFER TO THIS SECTION **ONLY** WHEN DECIDING WHETHER YOU HAVE PROVIDED SUFFICIENT EVIDENCE TO DEMONSTRATE THAT YOU MEET THE CRITERIA.

Please do not assume that because you have mentioned something in an earlier section of the form, that the panel will accept this as evidence that you meet the criteria. You must clearly describe in Section 4 the example you are relying on to demonstrate your skills and experience. Your application form will not be shortlisted if you do not describe the specific actions **you** took for each example you cite.

5. Mission, Vision and Values of NICHS

Employees of NICHS must support its Mission, which is to prevent chest, heart and stroke illnesses in Northern Ireland and care for those affected by them. All staff must be committed to the Vision of the charity, which is a Northern Ireland free from chest, heart and stroke illnesses.

NICHS expects all staff to 'live' by 4 values, which underpin every aspect of our culture and activities:

- *Caring* We put the needs and rights of all the people of Northern Ireland at the heart of everything we do and show respect and concern for others.
- *Excellence* We ensure that our work is consistently carried out to the highest standards and continually improved.
- *Integrity* We will operate to the highest standards of professionalism, honesty,

- *Inclusion* transparency and accountability.
We will treat others fairly, promote equality and work to narrow health inequalities.

6. Applications, CV's and attached sheets:

- Applications will only be accepted on the official application form (enclosed)
 - Attached CV's will not be considered, either in lieu of the application form or in conjunction with it.
 - Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.
7. It is the responsibility of the applicant to ensure an email or signed hard copy of the complete forms, together with the completed Equal Opportunities Monitoring Questionnaire, (please put in a separate envelope marked Monitoring Officer) is returned by:

Monday 2 April 2018 at 12 noon

8. Application forms received after this time and date will not be accepted.
9. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide Documentary evidence of their identity for verification and photocopying.

10. It is envisaged that interviews will take place.

Completed applications should be returned no later than 12 noon on **Monday 2 April 2018**

to:

HR Manager
NI Chest Heart and Stroke
21 Dublin Road
Belfast
BT2 7HB

Or recruitment@nichs.org.uk.

Terms and conditions of employment

Job Title: Community Fundraising Manager

Responsible to: Director of Fundraising

Hours per week: 35 hours

Location: NICHS HQ, 21 Dublin Road, Belfast, HQ

Salary: £35, 444 per annum (NJC pt 40)

Contract: Full time, Permanent

Annual Leave: The post-holder will be entitled to 25 days annual leave. This is exclusive of bank and public holidays. The annual leave year runs from 1 April to 31 March.

Car Mileage: The post-holder will be reimbursed for any business mileage under the Car Mileage Scheme.

References: All offers of employment are subject to two satisfactory written references.

All applicants will be required to produce:

Evidence of relevant academic and professional qualifications

Evidence of relevant vehicle documentation

Successful applicants must evidence their right to work in the UK (under the Asylum and Immigration Act). This will be evidenced in the first instance by a passport or other forms of identification that will be outlined if no passport is available.

This job description is not intended to be restrictive or definitive.

It is important to note that the responsibilities if the post may change to meet the requirements of the evolving services that the charity provides.

NICHS is an Equal Opportunities Employer