**Events & Community Fundraising Manager**

Job description and person specification

Imagine being told that you, or someone you love, is losing their sight. In that moment, two profound questions demand urgent answers:

* Can this be stopped?
* How will I live my life?

Currently, research into preventing and treating sight loss is chronically underfunded, receiving a mere 1.2% of publicly funded health research grants: people who are blind or vision impaired are three times more likely to experience loneliness and isolation than the general population.

We find and fund the brilliant minds and bright ideas that put change in sight. Our researchers are at the forefront, making breakthroughs and discoveries that will prevent, treat and cure eye disease. The partnerships we build and initiatives we support are changing life for blind and vision impaired people.

We are Fight for Sight: we won’t stop until we: Save Sight. Change Lives.

We have a clear ambition, led by our CEO, Keith Valentine, who has valuable lived experience of sight loss. We’ve secured well-respected and highly engaged ambassadors, such as Sir John Major and Frances Segelman.

We are now looking for experienced, committed, and creative individuals to join our dynamic team to help realise a new five-year growth strategy. **You’ll be part of something impactful, we’d love to hear from you.**

We have a busy challenge events programme and an active Family Fund community programme, with ambitions to grow this area over the coming years as part of our five-year strategy. Key areas we are looking to focus on are investing in digital marketing, taking steps towards devising our own mass-participation event and grand challenges, and further integration with our London based charity shops.

The Events and Community Fundraising Manager will play an integral role in ensuing this continued success and that we secure exciting new partnerships and opportunities.

## **Responsible to**

Head of Community and Engagement

## **Direct reports**

Events and Community Officer

## **Working hours and contract**

This is a permanent full-time role. We will consider part-time and flexible arrangements.

## **Salary**

£40,000

## **Location**

Aldgate E1 and hybrid working. Minimum two days in the office and external meetings and events as required.

## How to Apply

Please submit your CV and an up to two page supporting statement which evidences the specification to: recruitment@fightforsight.org.uk with subject header – **Events and Community Fundraising Manager**

Early applications are encouraged. We will be interviewing on a rolling basis; therefore, we will close the vacancy as soon as we have found the right candidate.

### Role Responsibilities

**Strategy and planning**

* Deliver the existing Community and Events strategy and maximise opportunities for income growth
* Identify and develop new income generating opportunities across Community and Events Fundraising, devising new events and engagement opportunities
* Develop, implement and monitor against KPIs, annual plans, and income and expenditure budgets, ensuring targets are met with robust analysis and reporting

**Income growth, event and supporter management**

* Proactively manage all aspects of Community & Events Fundraising to increase our supporter base and maximise income, supported by the Events and Community Officer
* operational management of all income and expenditure ensuring sound ROI.
* Develop and deliver supporter journeys that raise average fundraising per head, decreases drop-outs and increases repeat entry
* Implement new digital and value exchange fundraising streams
* Optimise the Family Fund programme to strengthen commitment and fundraising potential of existing Family Funds, and enable recruitment of new Funds
* Deliver excellent support to fundraising groups and recruit new volunteers to fundraise and advocate on behalf of the charity
* Work collaboratively across the charity to facilitate cross-selling opportunities and engaging supporters in other fundraising opportunities, in particular working with the corporate team to recruit participants and support propositions at corporate fairs.

**Fundraising events management**

* Manage delivery of the event portfolio to achieve financial and sign-up targets, delivering effective on the-day support for event participants. This includes ensuring our events are accessible for visually impaired participants
* Deliver excellent supporter care to ensure supporters are motivated to achieve (and exceed) their fundraising targets, feel valued and build engagement with us
* Key point of contact for high level event participants and community fundraisers via face-to-face meetings, phone calls and emails – providing timely and personalised support
* Support the Events and Community Officer with enquiries, applications and registrations for challenge events, ensuring high levels of conversion, and capturing relevant supporter data
* Support the Head of Community and Engagement, or other teams within Fight for Sight with the successful delivery of key special events, including fundraising gala dinners or receptions, virtual events and mini conferences, and third party or established supporter events.
* When required, support the Events and Community Officer in managing guest lists, enquiries, and ticket sales for special/major donor events and receptions, delivering a seamless guest experience and timely follow-ups supporter care and relationship management

**Marketing**

* Oversee all paid Facebook advertising activity for events, updating web listings, and utilising our networks
* Work with the Marketing & Communications team to raise awareness/increase recruitment across all activities, highlighting case studies and media stories
* Develop and deliver effective and engaging content, and materials for supporters to increase recruitment, retention, and average fundraising amounts
* Oversee the creation and delivery of quarterly events e-newsletter, plus additional e-blasts

**Managing information and reporting**

* Work with the Database Manger to ensure accurate records within our CRM system (ThankQ) and management of income from online and offline giving
* Carry out post-event evaluations, analysing supporter data help facilitate greater levels of income
* Support other areas by attending events, exhibitions etc. as required by a small team with varied responsibilities
* Other duties as may be reasonably required by line manager role

**Leadership & management**

* Provide excellent leadership and line management of direct reports, ensuring that team members meet their individual objectives, develop and grow in their roles, and are motivated and high performing
* Work as part of the fundraising senior management team, alongside the Director and Head of Community and Engagement to devise, deliver and implement the team’s strategy and the organisation’s strategic plan

**Other**

* Become fully conversant with the aims and objectives of the organisation
* Keep up to date with developments in the sector and key new initiatives in our field.
* To work at all times in compliance with the Fundraising Regulator’s Code of Practice and data protection legislation.
* Events as necessary.

# Person specification

### Desirable skills, knowledge & experience

* Minimum five years of experience of events and community fundraising, in particular with developing overseas or large-scale mass participant events.
* Experience with recruiting new volunteers and fundraisers from a range of community groups including but not limited to faith-based fundraising, schools and street collections.
* Meeting income targets of over £350,000.
* Experience with managing senior volunteers within fundraising groups and building excellent rapport with them.
* Liaising at all levels with the ability to motivate and inspire others to support financially.
* An effective networker, with an ability to build high level relationships with a diverse range of stakeholders.
* Experience of designing and delivering high impact stewardship programmes and delivering successful and engaging events.
* Proven experience of devising budgets and project plans and reporting against them.
* Excellent track record of personally securing community partnerships and supporter-led events
* Experience of implementing new digital and hybrid fundraising strategies.
* Effective time-management with the ability to manage conflicting prioritises to meet planned and unplanned demand, ensuring that deadlines are met.
* Understanding and experience of working within the requirements of the Code of Fundraising Practice and data protection legislation.

### Personal qualities

* An understanding of and commitment to the sight loss community.
* An accomplished written communicator, adept at using the latest statistics and data to evidence need and impact whilst maintaining an engaging and human tone of voice.
* Excellent financial fluency.
* Flexibility and a practical, can-do attitude.
* Highly motivated and able to juggle a varied workload.
* Personable, with excellent listening skills and high emotional intelligence, with the ability to think creatively.
* Ability to identify new fundraising initiatives, assess likelihood of success and impact on resources, develop appealing ‘asks’ and match donor interests to funding needs/projects.
* Excellent accuracy and attention to detail.

### Flexibility

The role description is a general outline of duties and responsibilities and may be amended as we grow. The post holder may be required to undertake other duties as may be reasonably required from time to time.

**Employee benefits**

We value our staff and volunteers and want to make sure that they are supported in their work. Other benefits we also offer are:

* A great team and a supportive culture
* Employer pension contributions matching up to 10%, and death in service cover
* Generous parental leave
* Flexible/hybrid working options
* Apprenticeships scheme, study leave and financial support for training & development
* Cycle to work scheme, eye test vouchers, and a staff loan scheme, access to an Employee Assistance Program
* An active Social Committee and staff events

**Application & Interview process**

See above (page 2) for How to Apply. Please note that we value the authenticity and individuality of our applicants and believe that your CV and cover letter should reflect your unique skills, experiences, and personality. Therefore, please refrain from using AI tools, including ChatGPT, to produce your application materials. Applications drafted with the assistance of AI will be automatically rejected.

Successfully shortlisted applicants will be invited to interview in person at our Mansell Street offices.

**The interview process will include two stages and will be conducted on a rolling basis. There is likely to be an exercise or task at second stage.**

**Accessibility**

We believe in fostering an inclusive environment where all individuals, regardless of their abilities or circumstances, feel supported and valued. If you have any accessibility requirements or specific needs that you would like us to accommodate during the application process, please let us know. If you are unfamiliar with MS Teams and would like to familiarise yourself with the platform before the interview, we are more than happy to arrange a tech run-through to ensure your comfort and confidence.

**Equal opportunities, diversity & inclusion**

Don’t meet every single requirement? At Fight for Sight and Vision Foundation we are dedicated to building a diverse and inclusive workforce, so if you’re excited about this role but your past experience doesn’t align perfectly with every item in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles that we have.

We have an inclusive and accessible recruitment process, including any adjustments required to support people from diverse community groups.