

RELATIONSHIP FUNDRAISER (Special events)

Job Level	3	Kornferry Function	<i>Completed by Reward</i>
Directorate	Marketing, Fundraising & Comms	Function/Service	Supporter-led Fundraising (SLED)
Direct Reports	NA	Indirect Reports	+50 volunteers
Line Manager Title	Relationship Manager - Special events	Budgetary Responsibility	Up to £200K

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Role description:	
Purpose	The focus of this role is to build relationships with supporters and volunteers, ensuring excellent supporter experience. You will proactively research opportunities, as well as ensure you are well placed to take advantage of emergent Tier 3 & 4 reactive opportunities to raise income and grow relationships with potential and existing supporters. Donor types include individuals, groups and regional corporates.
Key Responsibilities <i>Under maximum of 4 headings with a maximum of 6 bullets per heading</i>	<p>Relationship Fundraising</p> <ul style="list-style-type: none"> Contributing to and delivering against annual budgets, targets, and plans. Drive growth in our key income streams of SME corporate partnerships and supporter led fundraising individuals. Ensure you are well placed to take advantage of emergent reactive opportunities to raise income and grow relationships with potential and existing supporters. Providing and facilitating supporters with a choice of how they fundraise for the British Red Cross. Manage multiple priorities simultaneously while providing the highest level of stewardship to all supporters. Working with fundraisers and staff across other departments to maximise relationships with our supporters and our colleagues' support for fundraising. Ensure readiness to respond to Emergency Appeals by delivering an advised level of action at short notice. <p>Key annual events/campaigns</p> <ul style="list-style-type: none"> Deliver activities and products to your local communities, to achieve targets and grow income. Promote events across our all communities; support participants to reach their target or contribute with sponsorship and donations and achieve long lasting relationship with us. Proactively explore the local area, use insights to develop and deliver potential local events or activities to acquire new supporters and raise income.

	<p>Data & Insight</p> <ul style="list-style-type: none"> Proactively using the fundraising database to develop and manage supporter relationships and ensuring that accurate, up to date financial and supporter records are maintained and accessible. Proactively use insights to develop and deliver potential local events or activities to acquire new supporters and raise income. <p>Team Member</p> <ul style="list-style-type: none"> Actively participates in all team meetings. Supports other team members. Work and behaves in accordance with all BRC policies and procedures. Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). <p>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</p>
<p>Know-how</p> <p><i>From your overall 'Know-how' description, please indicate clearly which are 'Essential Criteria' (no more than 6) and which are 'Desirable Criteria' (no more than 3) – these will then be used in recruitment (for advertising and shortlisting purposes)</i></p>	<p><i>Essential Criteria</i></p> <ul style="list-style-type: none"> <i>Confident communication skills both on the telephone and face to face that are clear and persuasive. Able to communicate with groups and individuals from diverse backgrounds.</i> <i>Ability to take a pro-active approach to work and responsibility for own workload</i> <i>Ability to manage volunteers and volunteer groups and committees</i> <i>Proven track record of delivering fundraising activity</i> <i>Experience of financial budgeting and reporting*</i> <i>Ability to demonstrate contingency planning skills relevant to this position</i> <p><i>Desirable criteria</i></p> <ul style="list-style-type: none"> <i>Experience of preparing, working to, monitoring, and reporting on targets, events and activities.</i> <i>Good time management skills and an ability to plan and prioritise own workload</i> <i>Digitally literate with Microsoft 365 & Google and CRM use.</i>
<p>Additional Requirements</p>	<ul style="list-style-type: none"> <i>Ability to work effectively remotely with colleagues across various geographical locations</i> <i>Occasionally to work outside of working hours, evenings or weekends.</i> <i>Able to travel around the UK and stay overnight where appropriate</i> <i>Hold a full driving licence (only if based outside of London) and able to use their own car for work-related travel (mileage will be reimbursed and use of hire cars is encouraged for longer journeys) *</i>

<p>Pre Engagement Checks Highlight bold as required</p>	
<p>DBS- England & Wales</p>	<p>None</p>
<p>PVG- Scotland</p>	<p>None</p>
<p>Access NI- Northern Ireland</p>	<p>None</p>
<p>Driver Check</p>	<p>No</p>
<p>International Roles Only</p>	

International Police Check	No
International Driving Licence for manual cars	No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.