

**Job Title:** Worcestershire Fundraising Executive

**Reporting To:** Community Fundraising Manager

**Job Summary:**

As the local face of Midlands Air Ambulance in Worcestershire, the Fundraising Executive will raise agreed income by developing relationships with existing supporters, creating and building links with new supporters, and raising awareness of the cause within their defined area.

You will provide support to the Community Fundraising Manager, working within the wider fundraising division. As a key member of the team, the Fundraising Executive will implement the fundraising strategy for Midlands Air Ambulance Charity, comprising of both in person and online community engagement methods, leading on activity within the Worcestershire region.

Your focus will be to ensure income growth from community sources and activity comprising of individuals, community groups, schools and small community businesses. As a longstanding charity which has recently celebrated 30 years of service, we have established networks in place. However, alongside this, the post holder will need to innovate and develop new ways of working in line with the ever-changing external environment (i.e., global/national trends and events), as well as in response to opportunities and challenges happening in the Worcestershire region.

**Main Duties of the Post:**

**The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of MAAC which may be amended from time to time.**

Our Fundraising Executives are the leading force within the region they serve. You will need to connect and engage with a diverse range of people and groups in Worcestershire. Making an impact every day you will:

- Work with the Community Fundraising Manager to support the delivery of the fundraising strategy, developing regional plans to support growth and development, focusing on building strong and long-lasting relationships which will increase income and loyalty to the charity.
- Achieve agreed annual and longer-term targets, including progression along the pipeline and growing MAAC's portfolio.
- Support the development of a robust prospect pipeline of opportunities, identifying and cultivating leads, re-engaging lapsed supporters and generating potential leads in collaboration with the Fundraising team.
- Inspire, develop and manage supporters to achieve agreed objectives by offering outstanding, tailored stewardship to build emotional loyalty and maximise value through cultivation.
- Ensure each supporter has a stewardship plan in place which best fits their motivations, utilising the cross-organisation portfolio of products and engagement opportunities to raise awareness of MAAC's impact and relevance.
- Increase the capacity of our volunteer workforce by providing training in fundraising, creating a bespoke fundraising toolkit, and improving information-sharing between our volunteers.
- Organise and host quarterly meetings for Worcestershire volunteers, acting as a key point of contact for volunteers in the area and helping to enhance communication with this group.

- Keep abreast of the fundraising landscape generally and in the Worcestershire region, spotting opportunities, emerging trends and aligning with MAAC's objectives and priorities.
- Develop compelling proposals which reflect the needs and the impact of MAAC on communities.
- Play an active role linking with the wider fundraising team, to ensure join up around specific areas of fundraising focus.
- Manage donor records for the Worcestershire region on MAAC's CRM system, Access CRM, to ensure records are up-to-date and use the CRM to produce regular reports to analyse/monitor progress.
- Assist in the delivery of our CPR/Bleed control awareness programme within the community.
- Give presentations, talks and pitches to a variety of audiences to increase awareness of MAAC and generate support for the charity.
- Provide support and guidance to those who wish to raise funds for MAAC including awareness on legislation, health and safety issues, and licensing regulations.
- Provide support to the MAAC retail network, leveraging these community touch points to attract and increase support.

**The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties.**

## **ADDITIONAL INFORMATION**

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of

responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

### **CHARITY POLICIES & PROCEDURES**

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

### **HEALTH & SAFETY AT WORK ACT**

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

### **MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS**

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

### **CONFIDENTIALITY**

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

### **FREEDOM OF INFORMATION**

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

### **CONTINUING PROFESSIONAL DEVELOPMENT**

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

### **REGISTRATION**

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

### **DISCLOSURE AND BARRING SERVICE (DBS)**

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment

### **SAFEGUARDING**

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

#### **TRAVEL TO OTHER SITES**

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

#### **SMOKING STATEMENT**

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

#### **DIVERSITY AND EQUAL OPPORTUNITIES**

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.