



Job Description Community Fundraiser

JOB TITLE	Community Fundraiser
WORK BASE	Working from home, covering the Dioceses of Birmingham, Northampton, Hallam, Nottingham, and Shrewsbury
RESPONSIBLE TO	Head of Community Outreach Community Outreach Manager
COORDINATING WITH	Community Outreach Team Fundraising & Marketing Team ACN Trading Manager

MAIN PURPOSE

The post holder will be part of a thriving, positive Community Outreach team culture. Working collaboratively across the team and the freedom to make full use of individual experience and specific skill sets will be the norm. This post is ideal for a creative, enthusiastic fundraiser who is self-motivated, willing to learn from others and keen to make a real difference in the lives of suffering and persecuted Christians around the world.

This post reports to the Community Outreach Manager in support of objectives set out in ACN UK's overall 10-year plan. The post will focus on agreed aspects of the fundraising and marketing strategy which contributes to the overall aim of providing more Aid to the Church in Need. Work will be carried out across parishes, schools and our broader benefactor base in the area to which the post holder is appointed.

The main tasks the Community Fundraiser is responsible for will include, but not be limited to:

1. **Awareness** – to raise the level of awareness of the activities of this Catholic charity's pastoral and spiritual work;
2. **Names** – to increase the number of active benefactors of Aid to the Church in Need by collecting the names and contact details of those who wish to receive information about our work;
3. **Donations** – to produce income for the charity by inspiring people to make donations;
4. **Sale of ACN Trading items** – to produce income by marketing and selling a selection of ACN Trading items;
5. **Engagement** – to increase engagement with ACN in schools and universities and among the broader community by recruiting and managing Volunteers and independent Fundraising Groups and by providing initial contact with High Value prospects.

RESPONSIBLE FOR

The Community Fundraiser will have excellent personal connections on a regional or diocesan level; this might be with clergy, schools or special interest groups, and will carry out the above tasks by means of:

Strengthening community engagement within

- **Dioceses** – by establishing and strengthening links to individual bishops, diocesan communications staff and diocesan education and formation departments.
- **Parishes** – by carrying out a minimum of 25 ACN parish appeal weekends per year (including attending and participating in Masses), as well as giving talks and presentations for parish groups, organising trading stalls at parish events, recruiting and managing Parish Volunteers and supporting parishes undertaking specific projects or initiatives in support of ACN;
- **Schools, Colleges and Universities** - by developing strong links for ACN with educational and pastoral networks within the assigned area, organising and attending meetings and



presentations to encourage the use of ACN teaching resources, prayer engagement, Membership sign-ups and fundraising, initiating INSET Days and any other meetings/conferences as appropriate, and establishing a reliable contact list and distribution networks for ACN teaching and other materials.

Founding and supporting of Fundraising Groups and DIY Fundraisers – by working with the of Community Outreach Manager to identify those existing volunteers ACN parish groups, parishes and DIY fundraisers who are already actively fundraising for ACN with the aim of transforming them—individually or, at times, collectively—into semi-independent Fundraising Groups and by providing guidance and support as required to maximise profile-raising, advocacy and/or fundraising from all external efforts in aid of ACN;

Managing High Value Donors, Legacy Donors and Active Loyal Benefactors – by improving the prospect list of High Value Donors and Legacy Donors, by initiating contact, and maintaining existing contact, with High Value Donors, Legacy Donors and loyal benefactors within the assigned area and by establishing and maintaining engagement with members of the above groups identified the Community Outreach Manager or the Head of Marketing & Fundraising.

Recruiting self-employed appealers – by working with the Community Outreach Manager in identifying suitable appealers in high wealth or untouched hard to get to areas of diocese where it is likely to achieve £1,000 + income per appeal.

EXTERNAL AND INTERNAL RELATIONSHIPS

Management and Team Member

This post will report to the Community Outreach Manager, so with whom immediate as well as long-term targets will be agreed. The Community Outreach Manager will provide the Community Fundraiser with the necessary support to develop this role.

This role will also develop strong working relationships and liaise with the other members of the ACN Community Outreach Team, diocesan RE advisors, head teachers, Youth Ambassadors, university and school chaplains, youth group/movements leaders (e.g. Youth 2000, Catholic Voices etc.), RE Teacher Training Colleges, diocesan retreat centres, parish youth workers, parish priests and religious orders within the assigned area.

PERSON SPECIFICATION

Technical Competencies

- Practising Catholic and in-depth understanding of the Catholic faith and Church teachings.
- Excellent personal connections on a regional or diocesan level with clergy, schools or special interest groups.
- Ideally, with professional experience in Community Fundraising, but experience in other fundraising areas will be considered.
- Confident communicator and public speaker.
- Excellent communication skills and manner at all levels both over the telephone and in person.
- Clarity and sensitivity when communicating with benefactors and members of the clergy in person and in writing.
- Excellent eye for detail and proofing skills.
- Good organisational and administration skills.
- Excellent negotiation and relationship building skills.
- Hold a driving licence, have access to a car and be prepared to travel with occasional overnight stays.
- Knowledge of bespoke database The Raiser's Edge desirable.
- ICT literate in Microsoft Outlook, Word, Excel and PowerPoint, as well as experience with the professional use of popular social media platforms.



Personal / Interpersonal Competencies

- Excellent inter-personal skills.
- A self-starter, able to work both independently and as part of a team.
- Exceptional time-management skills.
- Willing to 'own' distinct areas of work.
- Creative, practical and hands-on approach.
- Keen to input ideas.
- Willing to learn and to undertake online and offline training.
- Tenacity, persistence and flexibility.

Strategic Competencies

- Motivated by the cause supported by Aid to the Church in Need, sympathy with the mission and values of Aid to the Church in Need, and an in-depth knowledge and understanding of the Catholic Church.
- Experience of developing fundraising and developing fundraising strategies.
- Experience of or an interest in the charity sector.