



## **Relationships Officer – Community Engagement (Fundraising)**

### **Job Description & Person Specification**

Appointment:	Relationships Officer – Community Engagement
Responsible to:	Relationships Manager - Community Engagement
Hours of Work:	37 hours (Full Time)
Location:	Hybrid - A mix of working in the office and community; occasional home working around these commitments.
Key Relationships:	Colleagues in the marketing and income generation team, clinical managers and departmental staff and financial administration

### **Main Purpose of the Job**

As a member of the Community Engagement Team the Relationships Officer for Community Engagement is key to generating income. They are a face of Treetops in the community encouraging individuals and organisations to fundraise for our hospice and supporting them with their fundraising activities.

Most days you will be in towns and villages across our catchment area (South and central Derbyshire and neighbouring areas of Nottinghamshire), popping into places such as doctors' surgeries, schools, pubs, cafes and businesses etc. and building relationships with them. You will also recruit onto Treetops events, carry out school assemblies, deliver talks to community groups, attend in aid of events and help to deliver community activities such as the Reindeer Dash and Accumulator Challenge.

You will help Treetops to reach new audiences giving them high quality support to ensure Treetops becomes their charity of choice.

### **Role definition**

#### **Primary Responsibilities**

The post holder will report to the Community Relationships Manager, working closely to:

- Have a regular presence in Treetop's catchment area
- Introduce Treetops to and build relationships with faith organisations, retailers and businesses, schools/universities, community groups and associations, community leaders etc. to:

- encourage their support and adoption of Treetops
- promote legacy giving, events and campaigns etc.
- identify potential business support – charity of the year, sponsorship, gifts in kind etc.
- Provide support to existing 'in aid of' supporters, to maximise their fundraising income and encourage repeat or on-going activity while proactively seeking new 'in aid of' supporters.
- Actively work on Community Engagement activities such as the Reindeer Dash and Accumulator Challenge to ensure maximum participation and income raised.
- Set up/recruit fundraising volunteers such as collectors, collection tin volunteers, speakers and fundraising stall volunteers.
- Represent the Community Relationships Manager and other colleagues in the department.
- Help to arrange collections and coordinate the static collection box campaign.
- Update Treetops' relationship database, manage projects on MS Teams and carry out all administration connected to the role.
- Achieve or exceed Key Performance Indicators and income targets for community fundraising.

### **Communication and Relationships**

- Nurture new relationships within the community through knocking on doors, picking up the phone and attending community activities to introduce yourself to people and organisations who do not know Treetops.
- Develop strong, long-term relationships with community supporters through regular telephone and face-to-face contact, communications, networking, written updates, and other feedback as appropriate
- Host supporters at the hospice, deliver talks and assemblies
- Work closely with colleagues in the Community Relationships team to deliver fundraising plans
- Participate in and contribute as appropriate to team meetings
- Be the first point of contact for all enquiries from the community about fundraising

### **Decision-making and Problem-solving**

- Make decisions about the tasks delegated to you, referring to the Community Relationships Manager
- Be consulted when decisions are made about community fundraising

### **Training and Development**

- Show an interest in new developments and best practice within community fundraising
- Stay informed about legalities and codes of conduct in the wider fundraising sector
- Take a proactive role in your own continual professional development

### **Responsibility for Information**

- Respect confidentiality regarding all issues related to Treetops' business
- Comply with GDPR and other legal and statutory requirements

- Use the charity's database to manage all relationships (both individual and organisational), ensuring all records are kept up to date

### **Working Conditions**

- As part of the Income Generation Team, you will sometimes have to work on evenings and at weekends for which time off in lieu will be granted
- Required to spend a substantial amount of your week working in the community
- Required to work from the office as business needs require and in line with charity guidance.
- Required to work longer working days on occasions

### **Physical/Mental Effort**

#### **Physical**

- Able to drive using personal car (for which appropriate business insurance at own cost must be obtained)
- Able to erect/dismount marquee, lift display and promotional materials

#### **Mental**

- Able to speak to people and attend events with people who do not know you
- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies
- Frequently need to concentrate on a particular subject for 1 – 2 hours at a time, e.g., in meetings, when working on budgets or developing new fundraising initiatives
- Able to deal with a lot of interruptions and frequent switching between activities, meeting different people, taking calls, information requests, etc.
- Able to cope in an environment where work is managed by key performance indicators

### **All employees are required to:**

- Comply with health and safety policies, procedures, and arrangements for safe working practices

### **Other**

This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

### **Review procedures**

There will be an annual review of the post and job contents.

### **Key Performance Indicators**

Annual Key Performance Indicators will be defined by the Community Relationships Manager.

**Relationships Officer – Community Engagement**  
**Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of a customer facing role</li> <li>• Able to engage people in conversation, to ask them to do something or guide what they do</li> <li>• Sales experience either on the phone or in person (or both), including cold sales.</li> <li>• Able to talk/present to a group of people</li> <li>• Experience of using Microsoft Word and Excel</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of fundraising for a charity</li> <li>• Awareness of the work of Treetops</li> <li>• Knowledge of the wider charity environment and the hospice sector</li> <li>• An understanding of community fundraising or other fundraising streams</li> <li>• Experience of supervising others</li> <li>• Knowledge of the Derbyshire area</li> <li>• A passion for Treetops or hospice care</li> </ul>
<b>Communication and Relationships</b>	<ul style="list-style-type: none"> <li>• Friendly and outgoing personality</li> <li>• Able to persuade, motivate and encourage</li> <li>• Pleasantly confident</li> <li>• Excellent written and oral communication skills</li> <li>• Able to work as part of a team</li> </ul>	
<b>Decision Making and Problem Solving</b>	<ul style="list-style-type: none"> <li>• Able to work independently on set tasks</li> <li>• Confident in asking for support</li> <li>• Happy to answer queries knowing when to defer /go back later</li> <li>• Willing to contribute to discussions and decision making</li> <li>• Able to consider data and how this will impact on a fundraising activity</li> </ul>	
<b>Responsibility for Information</b>	<ul style="list-style-type: none"> <li>• Able to handle sensitive information appropriately</li> <li>• Able to update and maintain records on database</li> </ul>	

<b>IT Skills and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of managing supporter/client communications and stewardship through a relationship database, such as Salesforce, Donor Flex and Raisers Edge.</li> <li>• Good standard of MS Word and MS Excel</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working through a digital project management platform such as MS Teams</li> <li>• Good standard MS Power Point</li> </ul>
<b>Working Conditions</b>	<ul style="list-style-type: none"> <li>• Prepared to work on occasions, early mornings, weekends, and evenings</li> <li>• Prepared to work as part of the Community Relationships team to attend fundraising activities/events as needed</li> <li>• Prepared to spend substantial amount of time in the community</li> </ul>	
<b>Physical/ Mental Effort</b>	<ul style="list-style-type: none"> <li>• Insured for, and able to use own car for business use (when required to use own car for work)</li> <li>• Able to lift display and promotional materials; and set up/down for events</li> <li>• Ability to undertake computer-based activity</li> <li>• Able to deal with vulnerable and distressed people</li> <li>• Able to walk into a room of people who do not know you</li> </ul>	