

Senior Community Fundraising Officer

About the Team and the Role

About the Team

The Senior Community Fundraising Officer sits within the Community Fundraising Team, which is part of the wider Public Fundraising Team.

The Senior Community Fundraising Officer reports into the Senior Community Fundraising Manager.

About the Role

- The Senior Community Fundraising Officer leads in developing and executing the Community Fundraising strategy which includes growing income within groups, corporates and restricted fundraising.
- The role project manages the Community Fundraising team's products and campaigns.
- The core responsibilities of the role are to implement and deliver the community fundraising strategy, with a focus on trusts, grants and corporates. Whilst also looking for opportunities for growth and building a robust pipeline across all community fundraising areas.
- They are also responsible for managing and delivering the Community Fundraising team's mass participation fundraising products; including oversight of financial and non-financial KPIs (key performance indicators).
- The Senior Community Fundraising Officer is measured against targeted financial and non-financial KPIs including number of approaches made, sign-ups and

conversions. Success will be measured through budgets, KPIs, and income targets achieved.

Core responsibilities:

- To project manage and lead on the Community Fundraising team's mass fundraising products and campaigns.
- To lead on, create and implement the Community Fundraising strategy, including devising the budget and accountable for income and KPIs.
- To work closely with other internal and external stakeholders and effectively lead, delegate, and manage all tasks associated with Community Fundraising campaigns and products.
- To lead on, manage and deliver a robust pipeline of funding opportunities with a focus on trusts and grants, but not excluding groups and corporates.
- Ensuring accurate and timely reporting to trusts, foundations, corporates and groups on successful restricted applications.
- To act as the main representative internally for all Mencap staff for any Community Fundraising restricted enquiries. To proactively work with and support Mencap staff securing restricted funding opportunities.
- To proactively promote a fundraising culture within Mencap and to Mencap staff, ensuring staff follow restricted fundraising processes and procedures. To increase the number of staff taking part in Community Fundraising products and campaigns.
- To support the wider Community Fundraising team with approaches and stewardship from groups, corporates and individuals.
- Responsible for helping to deliver the Community Fundraising team's budget and KPIs.
- Develop, monitor, and maintain key systems including CRM Salesforce.
- To keep abreast of charity law and fundraising developments across the charity sector, undertaking training and abiding by the charities act, GDPR and the Fundraising Regulator Codes of Practice.
- To contribute to our vision of a world where people with a learning disability live their lives to the full.
- To undertake any other reasonable duties as required.

What you will bring to the role (Essentials)

- Demonstrable experience of project managing and leading mass participation campaigns.



We are **passionate**
about making the
world a better place



We are **positive**
in our work and
with each other



We are **brave**
we challenge and
try new things



We are **kind**
to everyone



We are **inclusive**
of everyone

- A history of successfully delivering Community Fundraising, other Fundraising activity, or alternative target driven work like sales or marketing, within income and expenditure budget targets, on time and to an excellent quality.
- Extensive experience of being able to manage multiple workloads and deadlines, working effectively independently and as part of a team.
- Experience of leading, devising and delivering Community Fundraising income streams, with a preference for trust and grant fundraising.
- Demonstrable experience of writing budgets and KPIs.
- Experience of writing trust and grant applications.
- Experience of leading and building strong working relationships with both internal and external stakeholders.
- Demonstrable experience of living our values including; passionate, brave, inclusive, positive and kind.
- Desirable previous line management responsibility.
- Comprehensive experience of using IT systems including Teams, Email, Word, PowerPoint, CRM (Salesforce experience is an advantage) and Excel.

Please note: This job description is not intended to be exhaustive. Duties and responsibilities may evolve over time to reflect the needs of the organisation and the role.



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“This isn’t just a job - it’s a chance to help change the lives of people with a learning disability and their families. If you’re passionate about making a difference, join Mencap in building a more inclusive future.”

Mencap and our Commitment to Safeguarding

Mencap is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.

Successful applicants will be subject to appropriate pre-employment checks, including references and, where applicable, an enhanced Disclosure and Barring Service (DBS) check.



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