



## The Royal College of Emergency Medicine

Role Profile: Fundraising Lead

Responsible to: Membership Manager

Key working relationships: College Officers, Chief Executive, Foundation Chair, Foundation advisory board, college staff, college members, relevant staff from other Colleges, fundraising consultants, potential donors, commercial organisations, the media and the public.

Grade: F

Contract: Permanent

### **Job Purpose:**

Accountable to the Membership Manager, the Senior Foundation Engagement Officer will work closely with the Foundation Chair, the College's fundraising consultants and associated stakeholders to establish the College's inaugural, yet ambitious, fundraising strategy. Incorporated by Royal Charter, the College set up the RCEM Foundation to highlight our charitable status and raise funds to support our charitable aims. Working within our member engagement department, the postholder will play a pivotal role in supporting the Foundation's objectives.

### **Key Responsibilities**

#### Fundraising

- Work closely with and support our Foundation Advisory Board (FAB) and fundraising consultants to deliver the objectives of the RCEM Foundation (and fundraising strategy).
- Ensure all fundraising campaigns are integrated and digital channels are used effectively for retention and development of supporters.
- Work closely with colleagues across the College to gather information that underpins our campaign messages and fundraising initiatives, ensuring compatibility with objectives.
- Work closely with the FAB and our fundraising consultants to develop and submit high quality, compelling grant, and funding applications.
- Co-ordinate and facilitate fundraising, comprising community, trust, corporate, major donor, and digital fundraising, across the College.

#### Donor Engagement

- Establish and maintain fruitful relationships with high profile and high net worth individuals as potential donors/advocates to the College.
- Build relationships with charitable trusts, foundations, and other institutional funders.
- Attend networking events and meetings with potential donors.
- Manage donor data and establish new processes for donor journeys and engagement.
- Maintain and update the donor CRM database.
- Develop and manage relevant and dynamic digital content and coordinate online activities that boosts engagement with donors and helps foster a culture of giving.
- Liaise with relevant stakeholders to produce compelling and inspired communications plan for all communication channels including website, social media and e-newsletters. to encourage donations.

### Reporting and Monitoring

- Monitor, report (including impact reports) and give presentations on fundraising progress/campaigns to internal and external stakeholders.
- Help to monitor funded projects or areas of work to check that progress is being made towards achieving agreed outcomes.
- Proactively maintain excellent knowledge of digital fundraising practices and campaigns in the sector, including competitor analysis.

### Other

- Any other tasks that are deemed reasonable and relevant by your line manager or senior management.

### **COLLEGE POLICIES AND PROCEDURES**

The post holder is expected to follow all College policies and procedures including those covered in the College HR manual.

### **CONFIDENTIALITY**

All employees are under an obligation to ensure that any information that he or she has access to, relating to RCEM business is kept confidential.

### **HEALTH AND SAFETY**

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.

### **COLLEGE VALUES**

#### Reliability

Ensuring our stakeholders receive a dependable, effective and efficient service.

Required behaviours:

- Ensuring the continuity of services during absences
- Providing information and material on time: keeping our promises
- Ensuring work has been completed to the right standard

- Being clear about our requirements and the regulations that guide our work

### Communication

Communicating internally and externally in a proactive way.

Required behaviours:

- We are open, approachable and encourage communication
- Updating stakeholders through regular sharing across the range of our activities internally and externally
- Communicating our strategy so that our stakeholders understand what we are aiming for
- Our communications are straight forwards, helpful, clear and concise
- Listening to the views of others to understand individual needs and requirements

### Respect

Treating our stakeholders and colleagues with respect.

Required behaviours:

- Appreciating and valuing the work and contribution of others
- Respecting the opinions and views of others
- Trusting each other to do the right thing
- Dealing with colleagues and stakeholders professionally
- Demonstrating that respect in the way in which we communicate

### Excellence

Enabling high standards of work to be maintained.

Required behaviours:

- Providing an accurate and responsive service
- Routing stakeholders quickly to the right contact point to deal with any questions
- Setting and communicating clear objectives and timescales for our work
- Measuring our performance against our standards
- Working to the best of our abilities and seeking opportunities for continuous improvement

### Equality

Treating all stakeholders internally and externally fairly.

## **RISK MANAGEMENT**

All staff have a responsibility to identify risks and report these to their line manager. In addition to report all accidents or incidents promptly and when requested to co-operate with any investigation undertaken.

## **EQUAL OPPORTUNITIES**

The RCEM is committed to its equal opportunities policy and it is the duty of every employee to comply with the detail and spirit of the policy.

## **ADDITIONAL INFORMATION**

This role profile is intended to provide a broad outline of duties that may be required and is not intended to be exhaustive. It is subject to review and amendment in consultation with the post holder in order to reflect changes in the pattern, organisation and development of the services required.

## Person Specification

Essential	Desirable
<p><b>Practical Experience</b></p> <ul style="list-style-type: none"> <li>• Undergraduate degree or equivalent.</li> <li>• 2 years + similar fundraising and donor engagement experience.</li> <li>• Experience in digital fundraising.</li> <li>• Experience of digital scheduling platforms.</li> <li>• Voluntary sector experience.</li> <li>• Track record of successfully implementing process improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in events management</li> <li>• Experience developing campaign messages</li> <li>• Experience of impact reporting.</li> </ul>
<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent communication skills, namely writing and oral presentation skills.</li> <li>• Strong IT skills including Microsoft Office, CRM databases and data management.</li> <li>• Confident numeracy skills</li> <li>• Excellent networking skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Content creation skills, and experience of developing engaging online content for the web, digital platforms and for e-newsletters</li> </ul>
<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Data Analytics - knowledge and experience in analytics and reporting digital performance.</li> <li>• Knowledge and working understanding of fundraising compliance rules.</li> <li>• Working knowledge of modern communication channels such as Social Media and how to leverage these to meet fundraising objectives.</li> <li>• Experience and knowledge of website usability, accessibility, and design.</li> </ul>	<ul style="list-style-type: none"> <li>• Diploma in Fundraising</li> <li>• Membership of the Institute of Fundraising/ a career qualifications from the Institute of Fundraising</li> </ul>

**Personal qualities**

- Commitment to upholding our College Values.
- A genuine enthusiasm for fundraising and developing innovative ways of engaging donors.
- Strong organisational skills with excellent time management and multitasking ability.
- Hard-working, self-motivated professional
- Proven ability to communicate with individuals at all levels with clarity and confidence.
- An ability to work collaboratively with other stakeholders towards achieving a common goal.
- A willingness to learn and to share learning.
- Resilient, with an ability to keep calm under pressure.
- Strong attention to detail.
- Results-driven with a "can do" attitude.