

## Community Engagement and Fundraising Officer

Hello and thank you for expressing an interest in working at Citizens Advice Bucks (CA Bucks). This job pack will provide you with everything you need in order to apply for this role.

In this pack you will find:

- An overview of CA Bucks and what it means to work for us.
- A job description
- A personal specification
- How to apply

If you have any questions about any of the information within this pack or want to find out a little more about the role, please send an email with the job title in the subject line to [fundraising@cabucks.org.uk](mailto:fundraising@cabucks.org.uk) and we will contact you.

Thank you.

### About Us

As of April 2021, Citizens Advice Chiltern, Aylesbury Vale and High Wycombe came together to form Citizens Advice Bucks, an independent and volunteer-based charity. Each year thousands of people come to us for free impartial advice on the challenges they face including; debt, benefits, housing, food poverty, energy bills, matrimonial issues and so much more.

We know in times of crisis, having access to reliable support and guidance can make all the difference and our highly skilled staff and volunteers help us do that. Last year they:

- Helped **7,518 clients** with **34,928 issues**.
- Engaged in **1,203 webchats**.
- Answered **4,450 calls** of which **502** were to the **food crisis line**.
- Had **3,631** in person conversations leading to **972 client appointments**.
- Helped clients gain **additional income worth £2.5million**

Together, we hope to build a more promising future for people in Bucks!

### Why work for us

You will be joining a supportive team of over 50 staff and around 80 volunteers all determined to do our best for our clients. Our core values are that we are client-centered, friendly, kind, professional and that we respect our clients, ourselves and each other.

As a paid member of our team some of the benefits you will receive include:

- 25 days leave plus statutory bank holiday (pro rata per year for part time roles)
- Travel expenses paid when working away from your contracted office
- Generous employer pension contribution
- A company that is committed to its employees, valuing their knowledge, creativity and flexibility
- Ongoing personal training and development
- The chance to work with amazing people and a nationally recognised charity
- Access to our Employee Assistance Programme, Health Assured and Mental Health First Aiders.

Citizens Advice Bucks is an equal opportunities employer. We actively celebrate diversity, promote equality and challenge discrimination.

# Job Description- Community Engagement and Fundraising Officer

**Salary:** £25,550 full-time

**Contract:** Permanent

**Hours:** 37 hours per week Mon- Fri

**Location:** Hybrid- from any one of our services (High Wycombe, Aylesbury, Chesham, Buckingham) and home working

**Travel:** Between our offices and to and from community/ fundraising events. A drivers licence and access to a car is essential for this role. Travel expenses will be paid from your designated place of work.

**DBS Check:** a basic DBS check is required for this role.

**Pension:** Defined contribution pension scheme with an employer contribution of 6%

**Annual Leave:** 25 days plus public holidays

**Reporting to:** Fundraising Relationship Manager

## Role Outline

This new role for Citizens Advice Bucks provides a great opportunity for someone to join our supportive fundraising team at an exciting time when we look to expand the way in which we engage our local community and fundraise. The role will work with colleagues across the charity including our Communications team. will play a key role in raising awareness of Citizens Advice Bucks in the County, engaging with existing and new supporters/partners through a variety of community and fundraising events.

Helping the fundraising team attract new supporters, take care of existing ones, managing our community events, challenge events, individual and regular giving and small grants income streams and explore new fundraising opportunities.

Working with our Comms team to design exciting and relevant materials and social media content to promote community events and fundraising opportunities.

## Key Tasks and Responsibilities

### Community Engagement

- Raise awareness of CA Bucks and our work in the County e.g. giving talks to local groups, attending community events and supporting fundraising activities.
- Management of existing relationships with local organisations, charities, groups, and individuals to maintain a high level of awareness of CA Bucks and our services.
- Source new engagement opportunities and deliver against them.
- Create engaging materials and social media content to support and encourage community engagement.
- Engage with staff and volunteers to encourage support at community events and fundraising activities.
- Explore and manage the development of a volunteer community engagement team.

### Fundraising

- Effective management of existing fundraising income streams including community, challenge events, individual and regular giving, community grants, parish and town council grants.
- Successful relationship management of above income streams to encourage future and increased income.
- Delivery of high level donor and supporter care to maximise fundraising potential and encourage long-term support through prompt thanking and exceptional customer service.
- Explore and secure new fundraising activities, promotion of and income generated.
- Ensure all donor and supporter information and income associated is kept up to date within the CRM database and supporting documents.
- Lend support to the Fundraising Relationship Manager for fundraising activities and events, as and when required.



## Communication

- Working with the Communications Manager to produce materials and content with the appropriate call to action for community fundraising activities, events and appeals.
- Individual thanking on a weekly basis through our fundraising database.
- Successfully steward existing supporters and fundraisers during their time supporting us.
- Effectively manage key fundraising volunteers to deliver income and attend activities.
- Communicate with a wide range of supporters and stakeholders, where necessary.



## Planning and Organisation

- Using the fundraising database, to effectively administer and manage fundraising activities.
- Manage and monitor the fundraising@ mailbox and ensure the Fundraising page and Donate page on the website are up to date, working with the Comms Manager in relation to updates and changes.
- Maintain and manage all donation platforms including Just Giving, Crowdfunder, Donor and Paypal.
- Attend or arrange appropriate CA Bucks attendance at events organised in the local community when required.
- Responsibility for setting up and taking down marketing materials at events and community fundraising activities.
- Responsible to ensure all required insurance, health and safety and risk assessments are in place for community and fundraising events



## Additional Information

- This job description will be reviewed as part of the post holder's annual appraisal and is not intended to be a complete list of responsibilities.
- To meet the ever-changing needs of Citizens Advice Bucks, you may be required to perform other duties within your capacity, appropriate with your competence, professional qualifications and general level of responsibility within the charity.
- Citizens Advice Bucks believes in providing appropriate training and development for all employees and the post holder will be encouraged to attend appropriate courses (internal and external).
- Citizens Advice Bucks provides all staff access to personal help and support via our Employee Assistance Programme Health Assured.
- Citizens Advice Bucks is able to provide its high quality service thanks to the dedications and commitment of both staff and volunteers. We expect all staff to work positively alongside our volunteers and to demonstrate our values of being professional, respectful, kind, friendly and client centred at all times.
- All staff and volunteers agree to adhere to the charity's staff/volunteer handbook and all charity policies and procedures.

### About Citizens Advice Bucks

Citizens Advice Bucks is a registered charity that believes everyone deserves access to free advice to help them deal with life's problems and challenges and our committed and highly trained team of staff and volunteers help us do that.

### Our Vision

To build a better Bucks. We know our services can transform our clients' lives – practically, financially and emotionally.

### Our Mission

Helping those who need us most. Focusing on prevention and empowerment to help our clients resolve as many issues as we can.

**Find out more on our website:** <https://citizensadvicebucks.org.uk/>

## Person Specification

Experience of, or demonstrable capability of:	Essential	Desirable
Experience of raising funds for a charity, school, organisation	✓	
Community fundraising, Individual Giving, Challenge or Events experience of one or more	✓	
Working effectively in a team and achieving income goals	✓	
Attention to detail and efficient record keeping/ use of a database	✓	
Building and maintaining relationships with key stakeholders	✓	
Working with and motivating staff and/or volunteers		✓
Understanding of digital fundraising – e.g. through Facebook		✓
<b>Knowledge and skills</b>		
Excellent verbal and written communication skills	✓	
IT literate (eg Word, Excel, PowerPoint, Publisher, Outlook, databases, social media)	✓	
Excellent planning, organisational and implementation skills	✓	
Ability to build relationships with a diverse range of people	✓	
<b>Personal qualities/ other</b>		
Understanding, empathy, and commitment to Citizens Advice aims, values and principles	✓	
Drive, initiative, enthusiasm and adaptable to a variety of tasks	✓	
Willing to work outside of normal hours as necessary (TOIL is provided)	✓	
Full driving licence and access to own transport	✓	

## How to Apply

If you feel you have the desire, enthusiasm and skills for this role and are interested in joining us as we embark on our new fundraising journey, you can apply by sending a cover letter (no more than 2 A4 pages) detailing why and how you feel you are a good match for this role, demonstrating how your experience matches the job description and person specification.

Please then email it along with a copy of your current CV to: [fundraising@cabucks.org.uk](mailto:fundraising@cabucks.org.uk). In the subject line please put: Job Application- Community Engagement and Fundraising Officer.

If, after review we agree that the role is indeed a suitable match we will be in contact to arrange an interview. The interview process will enable us to understand a little more about you, your experience and why you wish to work for us. It will also provide you with an opportunity to meet the team and ask us any questions you may have.

The deadline for applications is the 30th of September, we will contact applicants in the first week of October to let you know the outcome of your application and invite you for interview, if successful.

We look forward to hearing from you!

Please note as a fair employer we will contact you whether you are being invited to interview or not.

