**POPPYSCOTLAND & LADY HAIG POPPY FACTORY**

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| **Job Title** | **Regional Fundraiser** |
| **Reporting To** | Deputy Head of Fundraising |

**Role Purpose:**

* Developing, implementing and monitoring the Regional Fundraising operational plan achieving financial targets and Key Performance Indicators for the assigned area.
* To manage day-to-day relationships with supporters ensuring all fundraising activity is cost effective and compliant.
* To ensure that all supporters have a great experience whilst supporting Poppyscotland, ensuring that the necessary support and help is available.
* Promoting excellence in donor stewardship which motivates and inspires individuals, groups, and local business to maximise giving.
* To help coordinate Poppy Appeal activity in their area, ensuring that supporters and other key stakeholders (members, local authorities, partners, etc.) receive the support necessary to maximise the impact of the appeal.

**Key Responsibilities:**

* To develop, implement and monitor effective operational plans for supporter-led (individuals, groups and organisations) fundraising activities throughout the specified geographic area.
* Responsible for the management and production of Regional fundraising events working with the local businesses and volunteers (e.g. Come Dancing event in Inverness)
* To deliver work projects against agreed operational plans
* To mentor Poppy Appeal Area Organisers within the specified geographic area to maximise collections through the creation of local development plans and the improved analysis and targeting of local areas.
* To communicate with schools and the school representative’s in their area to raise awareness of Poppyscotland and what we do.
* To promote and enable supporter participation in large scale national external events.
* To provide assistance at events arranged by the Events team.
* To assist with the recruitment, development and training of volunteers in key areas.
* To review, assess and report on all regional fundraising activities to ensure the best use of people, resources and systems.
* To support the delivery of other fundraising activities including the Poppy Appeal developing and maximising key Poppy Appeal activities such as the Inverness and Aberdeen Poppy Days.
* To proactively support and develop quality Poppyscotland supporter and stakeholder relationships in order to maximise fundraising potential.
* To develop and co-ordinate a range of fundraising materials as directed in conjunction with PR/Comms.
* To undertake fundraising administration duties including maintaining records of all activities, filing, correspondence post, financial reporting and banking.
* To work at all times within the guidelines of the Institute of Fundraising best practice.
* To ensure all fundraising activities collect and manage donor data in accordance with relevant legislation and Poppyscotland policies.
* Work with the Marketing team to ensure all fundraising activity is recorded and advertised/published i.e through social media, press etc.
* Developing existing relationships and gaining new relationships with businesses and volunteers in their area through business development management.

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| This job description reflects the current scope of duties and responsibilities of the role.  The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post.  As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment. |

**GENERAL**

* To work in accordance with The Royal British Legion’s shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
* To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
* It is clear that due to the nature of the work of the Legion, the post holder may have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised personnel.
* To implement the Equal Opportunities Policy into your daily activities. We are an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).

*Consider if the criteria are essential, can training be provided or candidates upskilled.*

**PERSON SPECIFICATION**

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| **CRITERIA** | **ESSENTIAL / DESIRABLE** | | **HOW TO BE MEASURED** |
| **QUALIFICATIONS** | | | |
| Good Standard of school education to National 5 level with English & Mathematics, minimum. | E | | Interview/Application |
| **KNOWLEDGE & EXPERIENCE** | | | |
| * experience of recruiting, motivating, managing and developing volunteers for fundraising activities * experience of developing relationships across a wide range of external customers including individuals, groups and companies. * experience of managing projects ensuring completion within budget and deadline * knowledge of Microsoft Office, databases and Excel * full driving licence * ideally knowledge of the local business and the military | E  E  E  E  E  D | | Interview/Application |
| **SHARED VALUES AND BEHAVIOURS** | | | |
| **Service**  We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.  **Collaboration**  We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.  **Passion**  We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.  **Excellence**  We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.  **Valuing our People**  We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution. |  | Interview  Interview  Interview  Interview  Interview | |
| **SKILLS & ATTRIBUTES** | | | |
| * Strong IT skills, competent use of MS Office and the ability to use excel, outlook, word, power point and the ability to produce spreadsheets. * Leadership abilities. * Quick thinking and able to respond positively to any negative comments. * positive, co-operative, reliable, responsible, and dependable * a willingness to work independently using initiative to take on responsibilities and challenges * excellent interpersonal skills and the ability to represent the organisation effectively to a wide range of external stakeholders and supporters * strong written communication skills with the ability to create innovative and persuasive presentations and proposals to a range of audiences. * excellent planning and organisational skills, including the ability to deliver multiple priorities and work to tight deadlines * strong business development skills and the ability to gain new business. * good financial management skills including ability to budget forecast and report accurate fundraising income and expenditure detail |  | | Interview/Application |