



## Job Description

**Post:** Community Engagement Manager

**Department:** Fundraising

**Reports to:** Director of Fundraising & Marketing

The post holder will lead the team who manage community, events/challenges and corporate fundraising at the hospice. The role will develop and lead on implementation of plans to maximise existing relationships and generate new support from our local community, local businesses, community-based groups, and individual fundraisers and event participants, to deliver voluntary income from these key audiences.

### Key Responsibilities

- Play a proactive role within the fundraising management team, contributing to the overall income generation strategy and leading the development and delivery of a compelling community engagement fundraising strategy, including operational plans, budgets, and ambitious but achievable income targets to grow and retain the supporter base.
- Lead, manage, support and develop the Community Engagement team, setting priorities, overseeing performance through work plans and 1:1s, and addressing challenges to ensure effective delivery.
- Oversee the delivery of community fundraising, corporate partnerships, and events and challenges programmes, working closely with relevant team members to build strong relationships with local businesses, schools, community groups, supporters, volunteers, and activity providers. Ensure high-quality stewardship, excellent participant experiences, and the ongoing development of new and innovative opportunities to maximise income and engagement.
- Lead on the development and delivery of community fundraising campaigns, events, and initiatives that drive participation and income, ensuring appropriate processes are in place. Analyse fundraising events/activities considering risk, time/cost ratios, and overall ROI, to focus effort accordingly.
- Collaborate with the Marketing and Communications team and wider Katharine House Hospice staff to develop and deliver engaging community engagement campaigns, including the creation of fundraising materials and multi-channel recruitment activity. Use compelling personal stories, effective photography and strong copy to promote community fundraising and inspire broader support.
- Working with the team, take lead responsibility for some of the charity's key events, such as the Christmas Tractor Run, Santa Fun Run, Schools Santa event and virtual challenge, to optimise all elements of these events.
- Champion best practice with the use of the CRM to optimise stewardship. Implement and optimise supporter journeys, using CRM systems and fundraising/marketing insights to effectively acquire, retain, and engage community-based supporters, and to improve campaign performance.
- Work collaboratively across teams, including Marketing and Communications, Supporter Care, Volunteering, and Philanthropy & Individual Giving, to ensure integrated approaches, maximise opportunities (including In-Memory giving), and deliver consistent, high-quality supporter experiences.

- Support organisational reporting and planning by monitoring performance and identifying new and innovative income opportunities. Prepare reports and business cases for senior leadership, committees, and the Board of Trustees.
- Keep up to date with sector trends, ensure best practice and adherence to relevant fundraising and marketing codes of practice and legislation, including GDPR.

### **Team working**

- Support the fundraising team as an effective team member, contributing to development through collaboration and proactively participating in progress reviews, chairing and attending team meetings, and team building.
- Promote and contribute to a co-operative working ethos with other KHH teams to maximise effective working throughout the charity and across the hospice.

### **Other responsibilities**

- To always champion the hospice's values (see below).
- Safeguarding is everyone's responsibility. We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. As an employee, you are expected to follow the Hospice's Safeguarding Policies and report any concerns in accordance with those policies.
- Maintain confidentiality and data protection regarding all personal information and hospice activity.

## **Values**

### **Compassion**

We act with compassion and integrity, and ensure that everyone is treated with respect

### **Inclusivity**

We are committed to our whole community, regardless of background or circumstance

### **Sustainability**

We work to ensure the continued provision of quality palliative and end of life care in our community

Please note – the above list of responsibilities is not exhaustive, and you may be required to undertake other responsibilities and training as required by your line manager, as is deemed appropriate to your role.

**Employee  
Signature:**

**Date:**



## Personal Specification

Requirement	Essential	Desirable
<b>Proven experience</b>	<ul style="list-style-type: none"><li>• Relevant in-depth experience of at least two of the three main fundraising disciplines: community, events/challenges and corporate. This includes best practice and awareness of sector standards.</li><li>• Line management.</li><li>• Identifying, establishing and retaining effective new supporter relationships with community groups, local businesses, individual fundraisers and events participants.</li><li>• Developing effective working relationships across an organisation, including with senior staff and volunteers.</li><li>• Preparing and managing strategies and budgets.</li><li>• Track record of networking effectively within a local community and use of online social media networks.</li><li>• Writing compelling copy to engage with and create action from supporters.</li><li>• Maintaining high quality and timely data on a CRM database in accordance with GDPR, and to optimise stewardship.</li><li>• Reporting against income targets, KPIs, and objectives.</li><li>• Working collaboratively to ensure effective and efficient working.</li><li>• Understanding of relevant charity governance, legal and accounting frameworks and compliance.</li></ul>	<ul style="list-style-type: none"><li>• Working with and managing volunteers.</li><li>• Excellent presentation and communication skills.</li><li>• Excellent analytical skills.</li></ul>
<b>Qualifications and training</b>	<ul style="list-style-type: none"><li>• Fluent in English, with written English to a high standard.</li><li>• Highly numerate.</li></ul>	<ul style="list-style-type: none"><li>• Marketing/business or fundraising qualification.</li></ul>
<b>Practical skills and aptitude</b>	<ul style="list-style-type: none"><li>• Outstanding written communication skills with the ability to translate complex information into effective proposals and reports.</li><li>• IT literate, including the ability to use Microsoft Office, or equivalent, and CRM databases.</li><li>• Attention to detail and an ability to inspire others to achieve the same standards.</li></ul>	



	<ul style="list-style-type: none"><li>• Decisive and quick problem solver, able to adapt easily to change, learn from problems, and incorporate lessons learned into future plans.</li><li>• Excellent organisational skills, with the ability to prioritise effectively.</li></ul>	
<b>Personal qualities and other requirements</b>	<ul style="list-style-type: none"><li>• Excellent interpersonal skills.</li><li>• Ability to build strong relationships with multiple departments and stakeholder.</li><li>• Available to work flexibly when required; evenings and weekends.</li><li>• Enthusiasm, integrity and empathy for the work of Katharine House Hospice and how its work is promoted.</li></ul>	