

Role	Community Relationship Fundraiser
Terms	Permanent, 36.25 hours per week
Salary band	£26,232 - £31,961
Team	Income Generation
Reporting to	Fundraising manager and team lead
Staff responsible for	None
Place of work	Remote working with travel as required
About Brake	<p>Brake is the national, acclaimed road safety charity which provides the National Road Victim Service (NRVS). We have been supporting victims of the carnage on our roads since 1995. We also campaign for positive change to prevent future collisions and save lives.</p> <p>Our values are:</p> <ul style="list-style-type: none"> · Professionalism · Collaboration · Integrity · Compassion · Inclusion · Courage
Job purpose	<p>Reporting to the Fundraising manager & team lead and in the Income Generation team, you will support and guide individuals who raise funds for Brake in our communities, helping them reach their goals and, in turn, raise essential funds for our cause. The Community Relationship Fundraiser plays a key role in developing and growing our community fundraising programme. You will be responsible for inspiring and supporting individuals and groups who undertake community fundraising on behalf of Brake.</p> <p>You will be supporting the work of Brake by increasing income generated from community fundraisers, including individuals, community groups, clubs and associations. This role is critical in expanding our supporter base, increasing engagement, and maximising fundraising income. Working together with teams across the organisation, you will contribute to a culture of innovation and collaboration to maximise the overall fundraising objectives.</p>
Key responsibilities of the role	<p>Management of community fundraising programme</p> <ul style="list-style-type: none"> • Develop and implement strategies to grow 'Do it Yourself' fundraising, empowering supporters to create their own fundraising initiatives and ensuring they have the resources, tools, and inspiration they need to succeed. • Oversee online and offline resources (fundraising toolkits, guides, social media templates) to enable fundraisers to easily set up and promote their activities. • Manage the DIY fundraising digital platforms(s) and ensure that fundraisers have a seamless experience when creating pages and tracking their progress.

- Collaborate with the marketing and communications teams to create compelling content that promotes DIY fundraising.
- Coordinate internal promotion of DIY events with key stakeholders to ensure alignment with broader fundraising and communications strategies.
- Proactively plan for developing and growing Community Fundraising as well as managing the existing pipeline of supporters.

Supporter Engagement and Stewardship

- Work to develop engaging and personalised stewardship plans for all DIY fundraisers.
- Adopt a strong solution focused approach to help supporters overcome any challenges and maximise their fundraising efforts
- Work with the marketing team to share success stories from DIY event fundraisers across various platforms, inspiring others to take part
- Improve supporter retention and engagement building strong relationships with long-term supporters
- Ensure all supporters are appropriately thanked and help to develop specific supporter journeys

Data and Reporting

- Maintain accurate records of all DIY participants, tracking progress, and ensuring that data is correctly updated in the CRM system.
- Monitor and report on key performance metrics, including participant numbers, income generated, and engagement levels.
- Use insights from data to continually improve the supporter experience and identify new opportunities for growth in DIY events.
- Contribute to and deliver against annual budgets, targets and plans
- Provide Fundraising manager with timely updates on performance and produce a monthly fundraising report

Relationship Building

- Develop strong relationships with community groups, individuals, schools, universities and local organisations to promote DIY fundraising opportunities.
- Provide excellent relationship manager to help supporters achieve and exceed their targets, encouraging repeat or on-going activity.
- Work with the corporate partnerships team to maximise opportunities for collaboration and growth.
- Attend events as required and discussed with your line manager to represent Brake.

Policies and Objectives

	<ul style="list-style-type: none">• Fulfil your duties in alignment with all relevant Brake and statutory policies and in compliance with the Fundraising Regulator's Code.• Undertake other duties and project work as required to meet the objectives of the team
Vetting	<ul style="list-style-type: none">• Employees are subject to driver licence checks

Person Specification		
	Essential Essential attributes required for the candidate to be considered	Desirable Desirable attributes can be trained or developed
Skills and abilities	<ul style="list-style-type: none"> - self-starter - energised - compassionate - resilient - creative in adapting your approach - competent IT skills to work remotely 	
Qualifications	<ul style="list-style-type: none"> - Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role and to advance your competencies 	

<p>Experience</p>	<ul style="list-style-type: none"> - Previous experience of working successfully within a fundraising role & good knowledge of the charity sector - Proven experience of working to and achieving financial targets - Strong ability to innovate and drive income growth across different fundraising channels - Excellent attention to detail, experience of managing a busy workload, showing resilience, self-motivation, adaptability, working to tight deadlines and meeting your objectives successfully both as an individual and as part of a team - A good communicator, with the ability to converse sensitively and empathetically with members of the public, who may be going through current or recent emotional and challenging experiences - Good interpersonal and verbal communication skills, professional telephone manner. - Flexible, embraces change and development, and can work occasional evenings and weekends 	<ul style="list-style-type: none"> - Ability to analyse data to identify trends and report on findings to support decision making processes - Experience of using a CRM database - Knowledge and understanding of fundraising rules and regulations
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	<p>when necessary (Time Off In Lieu TOIL is provided so you get the time back).</p> <ul style="list-style-type: none"> - Proven strong experience of using IT software such as Microsoft Office (Word/Excel/PowerPoint), Outlook, Teams and databases to enhance and improve the delivery of your duties - Ability to work proactively and independently 	
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This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder