



*ellenor.*<sup>x</sup>  
hospice care in your home or ours

# Job Description

Community Fundraising Officer

[ellenor.org](https://ellenor.org)



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Registered Charity No: 1121561

[@ellenorcharity](https://www.instagram.com/ellenorcharity)



**Job Title:** Community Fundraising Officer

**Department:** Income Generation

**Contract Terms:** Permanent, 30 and 37.5 hours per week, some evenings and weekends with TOIL.

**Salary:** £26,761

**Location:** **ellenor**, Coldharbour Road, Northfleet, DA11 7HQ

**Responsible To:** Senior Community Fundraising Officer

**Accountable To:** Head of Supporter Engagement, Director of Income Generation

**Manages:** Management of Fundraising Volunteers

## About

**Us:** **ellenor** is a Hospice charity in Gravesend supporting a core population of 270,000 people in North Kent and Bexley including over 45,000 adults aged 65 and above. Our Children's services extend to Bexley covering a population of around 250,000.

The organisation has an In-patient Ward, at the Hospice in Northfleet. The service also has adult, children and young people's community services and a range of out-patient and wellbeing services all supported and delivered through a multi-disciplinary team (MDT).

Our non-clinical teams play an essential role in supporting our charity. From our fundraising and supporter care team to our retail shops and warehouse operations, they help raise vital funds to further our mission. Our office teams ensure the smooth running of all departments, providing invaluable support to both staff and volunteers.

**Our Vision:** We are dedicated to enabling every person we support to have a seamless and personal experience, that meets their needs and wishes.

**Our Mission:** We are respecting patients' dignity and independence, providing quality care and supporting them and their families to live with life limiting illnesses in their homes or our Hospice.

**Our Values:** We are inclusive, we are caring, we are focused.





## Scope and Job Purpose:

At **ellenor**, we are passionate about providing the very best hospice care for people of all ages – and we know we can only do this with the support of our incredible local community. As our **Community Fundraising Officer** you'll play a vital role in growing, nurturing and championing our supporter-led fundraising. You'll also be creating inspiring events and campaigns for our supporters to engage with.

This is an exciting opportunity for a proactive and people-focused fundraiser to take ownership of a vibrant and varied income stream. From bake sales and head shaves to tractor pulls and sports days, our supporters never cease to amaze us - and your role will be to make sure they feel empowered, inspired and valued every step of the way.

You'll lead on developing relationships with individuals, groups, clubs, schools and small businesses across Kent and Bexley, helping them turn their passion into action. You'll provide expert advice, exceptional stewardship and creative ideas to maximise income, profile and impact.

You'll also have responsibility for a portfolio of Community Fundraising campaigns and events including our Glorious Gardens, monthly quiz nights, Christmas Tree Recycling and similar activities that engage our local community.

Working closely with colleagues across the Income Generation team, you'll contribute to an ambitious and supportive culture that puts people; supporters, volunteers, patients and colleagues at the heart of everything we do.

This role offers real scope to make your mark - whether it's through piloting new fundraising initiatives, helping shape our supporter experiences with us, or identifying opportunities to grow community engagement and income. If you're a natural relationship-builder with a flair for communication, a can-do attitude and a love of local fundraising, we'd love to hear from you.



# Main Duties and Responsibilities:

- **Supporters and Volunteers:** Lead the delivery and growth of supporter-led fundraising, ensuring those fundraising for us have what they need - from advice and materials to motivation and celebration. Be the Fundraising Team's Volunteer Manager, building respectful, supportive relationships with our dedicated volunteers, offering training, support, guidance and feedback.
- **Relationship Management:** Build strong, lasting relationships with individuals, schools, clubs, community groups and small businesses, offering expert advice and meaningful stewardship. Represent ellenor at meetings, talks, tours and presentations. Develop internal relationships and explore opportunities for cross-team income generation.
- **Income:** Identify and develop new fundraising opportunities. Spot trends, build networks and align community activity with our strategic aims. Achieve agreed income targets from supporter-led fundraising, campaigns and events.
- **Campaigns:** Develop and deliver community fundraising campaigns that **inspire our local community to act**.
- **Events:** Develop and deliver community events like our Glorious Gardens programme, monthly quiz nights and supporter activities, occasionally out of hours, representing ellenor with professionalism and enthusiasm.
- **Marketing and Promotion:** Collaborate with Marketing to promote community fundraising, share supporter stories and increase our brand awareness within our community.
- **Monitoring and Reporting:** Maintain accurate supporter records and activity using our CRM Donorflex and report on performance, insights and trends.
- **Collaboration:** Work with colleagues across Income Generation to ensure coordinated and supporter-focused fundraising.
- **Governance:** Stay informed and compliant with Fundraising Regulations and relevant codes of practice. Maintain confidentiality of supporter, patient, carer, staff and volunteer information. Stay updated on ellenor policies and adhere to them.
- **General:** Complete mandatory training and engage in ongoing professional development. Participate in annual appraisals and seek continuous improvement. Embrace new technology and efficient ways of working. Maintain good IT literacy. Take on other reasonable duties as required. Manage your own administration efficiently. Promote a culture of respectful and positive working and resourcefulness and value for money.



# Person Specification:

(All criteria are essential unless stated otherwise)

## Education / Qualifications:

N/A

## Experience: Essential

- Experience of Relationship Management or Customer Services
- Excellent IT skills with proficiency in MS Office.

## Desirable

- 6 months+ in a charity fundraising role.
- Planning and organising.
- Working towards and achieving objectives
- Familiarity with CRM systems.
- Tracking and reporting on income/expenditure.

## Knowledge, Skills and Attributes: Essential

- Full UK driver's licence and access to use of a vehicle.

## Desirable

- Enjoys building professional relationships. Able to clearly communicate plans and updates to stakeholders. With excellent written and verbal communication, including proposals and public speaking.
- Personally confident, resilient and persuasive with strong influencing skills with internal/external stakeholders
- Data-literate, using insights to guide decisions.
- Strong information-gathering and analysis skills.
- Comfortable working independently and collaboratively.
- Creative, confident self-starter with initiative.
- Motivated by targets and collaborative working.
- Empathetic understanding of the hospice sector.







