

JOB PROFILE: COMMUNITY FUNDRAISER

Role:	Community Fundraiser	Date profile last reviewed:	Aug 2026
Name:		Reports to:	Head of Community Fundraising

MAIN SUMMARY OF ROLE:

To achieve an ambitious budgeted community fundraising target through:

- Engaging with local RAF stations and supporting them with their fundraising
- Securing new business
- Delivering local Fund-led events
- Supporting in aid of fundraisers
- Developing a regional challenge events portfolio
- Managing a network of local volunteers

In addition, you will promote the Fund in your region helping to raise awareness of our services and support which will help the RAF Family in their hour of need.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Meet your Community Fundraising targets and contribute to the success of the UK Community Fundraising Team, through the delivery of the agreed strategy and associated operational plans.
- Identify, secure, win and manage community fundraising partnerships with companies, groups and events across your area.
- Work collaboratively within the team and with other teams across the Fund particularly those working within the partnerships team to achieve fundraising targets and objectives.
- Organise the Fund involvement at events as agreed in the annual business plan.
- Oversee the development and delivery of Fund owned events in your region.
- Recruit supporters for the Fund's challenge events and national events programmes.
- Implement and drive effective project management of fundraising activities, including H&S risk assessments, stock management, process income and contribute to post-activity evaluation.
- Oversee fundraising activities in your assigned geographical area, ensuring that supporters and volunteers are provided with advice, appropriate support materials/equipment and encouragement to raise income.
- Identify opportunities to maximise income through volunteer fundraising.
- Recruit volunteers to support the Community Fundraising events and challenges.
- Develop a plan for the achievement of income and recruitment targets within your area and contingencies to meet any shortfalls.
- Improve income from existing relationships with serving and ex RAF local communities, RAF Reserves, Air Cadet Organisation staff and cadets and University Air Squadron staff and officer cadets. Generate and cultivate new relationships to ensure targets are met.
- Enforce the RAF Benevolent Fund Brand at all times.
- Promote and represent the RAF Benevolent Fund in your area via networking and media to increase awareness of the fund and strengthen local community support.
- Use communications channels such as social media, general correspondence, and presentation/speaking events to promote fundraising initiatives and thank supporters.
- Ensure that all supporters and prospective supporters are managed on the CARE database and are appropriately updated in line with the Data Protection Act.

- Ensure your work and that of volunteers meets Institute of Fundraising and Fundraising Regulator best practice guidelines.
- Signpost welfare enquiries directly to the relevant Fund welfare staff or external organisations
- To adhere to the Fund Staff Handbook with respect to all fundraising activities.
- Perform such other tasks as the Head of Community Fundraising requires.

COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
• Deciding & Initiating Action • Working with People • Adhering to principles and values • Persuading & Influencing • Analysing • Planning and organising • Delivering Results & Meeting Customer Expectations	• Relating and networking • Presenting and communicating information • Writing and reporting • Learning and researching • Coping with pressure and setbacks • Entrepreneurial and commercial thinking

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

<u>Essential</u>	<u>Desirable</u>
• Good level of educational attainment including English and Mathematics.	• Institute of Fundraising Certificate

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>
• Community Fundraising experience • Proven record of target delivery • Experience of exceeding targets • Demonstrate experience of building relationships within a local community, with an ability to connect to a wide range of supporters • Analytical skills - income, expenditure and Return on Investment	• Knowledge and/or experience of the RAF • Knowledge of charity Law • Knowledge of events management • Demonstrable experience of PR, communication and/or marketing activity

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
• Ability to develop great relationships with internal and external stakeholders. • Proven ability to influence and motivate people to support. • Ability to interpret financial data & budgets • Experience in project management • Proven ability to identify, win, build and deliver successful fundraising partnerships with companies and groups	• Good written and verbal communications skills. • Able to ensure budget for paid media campaigns is managed wisely • Able to provide technical Digital Fundraising support to colleagues, particularly in reference to fundraising platforms and live streaming

Other Requirements:

- Travel to other Fund and UK locations. Evening, weekend and overnight stays (as appropriate).
- Possessing a full UK driving licence.
- Carry out any other duties that is within the scope of the job as requested by the Head of Community Fundraising
- Transportation, preparation (set-up) and organisation of Fund facilities (gazebos, collateral etc) at events.

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: