**Senior Community Fundraising Officer**

The Vision Foundation has been supporting and speaking out on behalf of blind and partially sighted people across London for close to 100 years.

Formerly known as the Greater London Fund for the Blind, we support organisations that provide a necessary lifeline and essential resource for London’s visually impaired community.

But people living with sight loss in the capital are facing significant and growing challenges, and ever worsening life chances. Meanwhile, a very high and growing number of people are needlessly going blind. We have identified that the Vision Foundation can play a critical and unique role in both saving sight and transforming lives by working in partnership with others to deliver projects which inform, empower, and include.

[A new strategy](https://www.visionfoundation.org.uk/about-us/our-strategy/), launched along with our new name in October 2019, gives us the opportunity to have more impact than ever before. We will work to improve the opportunities, wellbeing and inclusion for blind and partially sighted people. We will do more to ensure London is open and welcoming to the visually impaired community across employment, and social and cultural spaces. We will strive to reduce loneliness and isolation. And we will ensure that blind and partially sighted people further marginalised through homelessness, poverty or domestic violence are reached. Above all, we will emphasise what people can do, rather than what they can’t.

But our work is more than just providing support. It’s also about amplifying voices to ensure that blind and partially sighted are heard. And it’s about changing our society and the systems that structure it, by inspiring more people to advocate and take action.

We are looking to recruit an exceptional Senior Community Fundraising Officer to oversee our community engagement projects, whilst contributing expertise and energy to the Fundraising Team.

This is a brand new role for the organisation and will provide an opportunity for the successful candidate to shape and develop the Vision Foundation’s Community Fundraising offering, building**** on an existing platform that is ripe for innovation and growth. This role will help us better connect with local residents, companies and other organisations in order to raise vital funds for our work.

The role demands a great blend of skills, along with the belief that every blind and partially sighted Londoner should be able to lead their life to the full. As an equal opportunities employer, the Vision Foundation welcomes applicants from all backgrounds irrespective of race, religion, belief, gender, disability, age or sexual orientation.

## **Our Vision and Values**

**Our vision** is a future where people living with sight loss are equal citizens and preventable blindness is a thing of the past.

**Our mission** is to make London a shining example of a sight loss aware city.

**Our purpose**is to transform the lives of people facing or living with sight loss by funding projects which inform, empower and include.

### **Our values**

Our values reinforce everything we do. They shape the way we work and the culture we endeavour to instil.

#### **We collaborate**

The problems we seek to address are complex – no one organisation can do it alone. We wish to learn and share knowledge, combine skillsets and expertise, amplify impact and enable innovation.

#### **We empower**

It is individuals with sight loss who have the insight, skills and experience to identify the most important issues, influence others, and bring about lasting change.

#### **We work intelligently**

The issue of sight loss spans research, health, stigma, employment, culture, sport, transport, safety, economics, equality and more. Without an intelligent, evidence-based approach, our efforts will not be focussed to bring about the greatest impact.

#### **We are courageous**

Sight loss is a growing, urgent problem. Every day, people needlessly lose their sight for life. Every day, people unfairly miss out on opportunities. Every day, people face abuse, disregard, isolation, poverty and depression. We must be brave today to bring about a brighter tomorrow.

## **The Role: Senior Community Fundraising Officer**

### **Responsible to:** Head of Events and Community Fundraising

### **Direct Reports:** Two Community Fundraisers and Collectors

### **Location:** Central London

### **Working Hours and Contract:** Full time and permanent

### **Salary:** £30,000 PA

## **JOB PURPOSE**

The Senior Community Fundraising Officer will have the drive and experience to be part of a high performing team that is committed to bringing about social change for people living with and facing sight loss in the capital.

You will work closely with the Head of Events and Community Fundraising build on the existing links within local communities to increase awareness and fundraising activities.

### **Community Fundraising**

* Work closely with the Head of Events & Community Fundraising to devise, implement and evaluate the Community element of the Fundraising Strategy
* Provide dedicated stewardship and support to local volunteers and supporters
* Identify and engage small/medium businesses, groups and associations, religious groups and schools – with the aim of securing long-term charity partnerships
* Identify and apply for Community Matters and similar schemes in the areas we cover
* Identify and follow up opportunities to secure non-cash or in-kind support, e.g. volunteering, pro bono support, stock donations etc
* Review and develop supporter care processes, procedures and guidelines in order to ensure that fundraisers receive the highest level of support and to maximise their engagement
* Produce engaging on and off-line fundraising products, tools and materials including online platforms, fundraising packs and mass engagement products for a community fundraising audience
* Oversee the delivery of evaluations on products and community fundraising activities and monitor market trends to ensure we are adapting and innovating to maximise our fundraising impact
* Identify key growth areas and opportunities for development and sharing insights and recommendations with senior staff and decision makers
* Work closely with the Head of Events and Community Fundraising and other areas of fundraising including individual giving, trusts and corporate partnerships to ensure all contacts are maximised; joint projects are identified and delivered effectively
* Ensure income and expenditure procedures are followed and participate in the annual budget cycle
* To maintain and develop knowledge of the Community Fundraising market, including networking with other charities and attending sector events as appropriate
* To be an ambassador at all events, supporting the delivery of Vision Foundation’s vision and ensuring that the charity’s profile and reputation are enhanced

**Static Media**

* Line manage the two Community Fundraisers and Collectors, ensuring they are ambitious, proactive and embody the organisational values at all times
* Oversee the process for the Static Media (collection tins) programme including managing the counting process, thanking and stewardship of sites and reporting performance
* To provide advice and support to the Community Fundraisers and Collectors with managing community fundraising relationships, including providing fundraising ideas, distributing fundraising packs and promoting community fundraising activities through GLFB social media channels.
* Recruit and manage new community fundraising volunteers and volunteer groups to assist with static media management and administration
* To ensure fundraising is carried out safely, legally and complies with fundraising best practice, including identifying and reporting fraud.

**Flexibility**

* The role description is a general outline of duties and responsibilities and may be amended as the Vision Foundation develops and the role grows. The post holder may be required to undertake other duties as may be reasonably required from time to time.

## **PERSON SPECIFICATION**

### **Experience**

* Experience in Community Fundraising with the ability to demonstrate consistent success in meeting and exceeding financial targets
* Experience of developing and implementing community fundraising activities
* Experience of recruiting and working with volunteers
* Line management experience desirable but not essential
* Monitoring and keeping accurate and detailed budgets
* Experience of building relationships, and influence, with a diverse range of internal and external stakeholders
* Competent level IT skills and database experience

### **Personal Qualities**

* An understanding of and commitment to London’s visually impaired community
* Enthusiastic with a positive attitude
* ****An excellent communicator, able to present information clearly in oral and written form, and to inspire and enthuse others
* Excellent organisation and planning skills
* Ability to manage a wide range of projects, prioritise workload and meet deadlines
* Ability to use own initiative and pay close attention to detail; capable of hands on problem-solving, with ability to generate ideas and solutions.
* Ability to adopt a flexible and creative approach in response to new challenges

## **Benefits**

We offer employees flexible working opportunities alongside a range of benefits.

## **How to Apply**

Please submit a CV and supporting statement to [hello@visionfoundation.org.uk](mailto:hello@visionfoundation.org.uk) by Sunday 15th 2020. First interviews will be held in the week commencing 23rd March, and second interviews in the w/c 30th March.

**Vision Foundation**  
Johns Mills House, 12 Whitehorse Mews,27 Westminster Bridge Road, SE1 7QD  
**Tel:** 020 7620 2066