

## **JOB DESCRIPTION**

**Organisation** - MedEquip4Kids

**Job Title** – Community Fundraiser

**Hours** - 37.5 (flexible working possible)

**Reports to** - Chief Exec



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## **CHARITY OVERVIEW**

MedEquip4Kids improves the health of children and babies in the UK by providing equipment not available from limited NHS resources. We believe every child should have access to the best medical care when they need it most.

MedEquip4Kids was set up in 1985 by a couple after their daughter became seriously ill with meningitis and was treated at Booth Hall Children's Hospital in Manchester, where she made a full recovery. At the time, the hospital was unable to afford some vital items of equipment, so to show their gratitude to the hospital that saved their daughter's life, the couple began fundraising for the equipment.

Since then MedEquip4Kids has raised over £20 million. Last year our work benefited over 117,500 children a year at hospitals across the North West of England and beyond. The equipment we provide includes:

- ✓ Upgraded or additional items of medical equipment for children's wards, including neo natal monitors, incubators, defibrillators and other items that can help improve the care offered to the most vulnerable children.
- ✓ Play facilities and improved environments that help to calm and distract children from their illness, giving them and their families a better experience of hospital treatment. These include multisensory rooms, soft play areas, sensory gardens, and child-friendly artwork to brighten up a clinical-looking hospital ward.
- ✓ Specialised equipment to help children with serious illnesses and disabilities to enjoy a better quality of life. This includes mobility equipment such as walking frames and crutches.
- ✓ Training tools to help disabled children to overcome problems with continence.
- ✓ Resources including books, toys and games to improve children's mental health.

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## **JOB OVERVIEW**

To build and develop relationships within the community to drive income through volunteer groups, school groups, rotary and hospital fundraising. To plan and implement a calendar of community events and manage and motivate volunteer fundraisers across Greater Manchester and the North West.

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## **TASKS AND RESPONSIBILITIES**

1. To identify, research and establish a strong network of fundraising groups within the community.
2. To provide on-going support to volunteer groups, motivating and managing volunteers through their fundraising activity.
3. Develop volunteer groups, rotary support, school/college/university groups and small business fundraising.
4. Create and deliver an ongoing volunteer recruitment plan.
5. Plan, implement and manage a calendar of community events
6. Initiate hospital fundraising, engaging and supporting hospital staff.
7. Build long-lasting relationships within the local community delivering talks and presentations to encourage ongoing support.
8. Develop relationships with local media, including press, radio and digital.
9. Take accountability for online marketing and social media updates across various platforms.
10. Manage own administration, ensuring accurate and up to date financial reporting.
11. Deliver against a specific income target, reporting to the CEO providing regular fundraising updates.
12. To support the wider fundraising team and undertake other duties appropriate to the role, as required
13. Represent MedEquip4Kids in a positive and professional manner at all times, maintaining the ethos of the organization.

## **PERSON SPECIFICATION**

<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>ASSESSMENT METHOD</b>
<b>QUALIFICATIONS</b>	Degree level education or equivalent	Fundraising related qualification	Certificate
<b>EXPERIENCE</b>	Experience of working with, or for, a third sector organization  Experience of working with a donor database or CRM system  Experience of working toward	Experience of using Raiser's Edge database  Experience working with press/media and writing press releases	Interview and references

	<p>specific income generation targets</p> <p>Experience of recruiting and managing volunteers</p> <p>Experience engaging different audiences (workplace, school etc.)</p>		
<b>SKILLS</b>	<p>Excellent written, oral communication and presentation skills</p> <p>Excellent organisational skills and ability to manage a complex workload to meet deadlines</p> <p>Ability to meet stretching income targets</p> <p>IT literate and a basic ability to manage online and social media marketing</p> <p>Ability to network with people from a range of backgrounds</p> <p>Ability to form strong relationships with funders externally and colleagues internally</p>	Highly proficient in social media and online marketing	Interview and references
<b>KNOWLEDGE</b>	<p>Good geographical knowledge of Greater Manchester and the NW</p> <p>Knowledge of the third sector landscape across the NW</p>		Interview and references
<b>OTHER</b>	<p>Willingness to work within this sector, and affinity with the cause of MedEquip4Kids</p> <p>Ability to work as a member of a busy team</p> <p>Ability and willingness to work occasional additional hours – evenings and weekends</p> <p>Access to own vehicle</p>		Interview