



JOB PROFILE			
JOB TITLE	COMMUNITY ENGAGEMENT LEAD		
GRADE	BAND F/G	HOURS	37
STARTING SALARY	£28,072	MAXIMUM SALARY	£30,690
DEPARTMENT	BUSINESS AND DEVELOPMENT		
TEAM	SENIOR LEADERSHIP		
BASE/LOCATION	REMOTELY/COMMUNITY BASED		
RESPONSIBLE TO	HEAD OF BUSINESS AND DEVELOPMENT (DEPUTY CEO)		
RESPONSIBLE FOR	COMMUNITY ENGAGEMENT, EVENTS, VOLUNTEERS		
KEY RELATIONSHIPS	<ul style="list-style-type: none"> <li>• DIRECT REPORTS</li> <li>• INTERNAL MANAGEMENT TEAM</li> <li>• SUPPORTERS, DONORS, FUNDERS, CORPORATE PARTNERS</li> </ul>		
JOB REFERENCE	B&D-HR-051	VERSION	v1.0   10.12.2021
JOB DESCRIPTION			
JOB PURPOSE			
<p>The Community Engagement Lead is a new role, providing a unique opportunity to support the ongoing sustainability of The Bridge during an exciting time of change for the charity. This is an engagement and fundraising position, working with a variety of supporters of the charity's important work, including developing a team of volunteer ambassadors and fundraisers.</p> <p>The Bridge is committed to changing the lives of local people through services that prevent and relieve services, while also working holistically to create long-term change and stability for clients. The post holder should be dedicated to our values and mission, understanding the importance of maintaining and developing the charity's work for the benefit of the people we support.</p> <p>The Bridge was a finalist in the Niche Business Awards for Leicestershire's Charity of the Year, received Highly Commended in the Charity Awards, shortlisted in the Housing Heroes Awards, Women in Housing Awards and has won numerous accolades from Children and Young People Now, Homeless Link and the local Community Champions Awards, amongst others.</p> <p>The charity provides a range of early intervention and prevention services, to homeless and vulnerably housed people, across the sub-region of Leicester, Leicestershire, and Rutland with the aim of achieving its vision of resilient, compassionate communities, where individuals thrive in safe and secure homes.</p>			

The Community Engagement Lead will work closely with the fundraising team, and wider Senior Leadership Team to develop and deliver the fundraising strategy and will involve developing new and existing community fundraising products, growing the third-party events programme, and attracting small grant and trust fund donations and supporting the growth of corporate partnerships. The role will also support the Communication and Engagement Officer and the Grants and Trusts Fundraiser.

The role requires someone with excellent relationship building skills and substantial previous experience in community engagement and generating unrestricted income. The role necessitates a strong communicator across various platforms (in person and on/offline) who enjoys working collaboratively with others as well as taking ownership in their role. Most importantly, they will be passionate about raising funds to eradicate and prevent future homelessness.

### MAIN DUTIES AND RESPONSIBILITIES

<b>1</b>	Oversee the day-to-day community engagement and fundraising functions of the organisation, providing advice, guidance, management, and direction to the team.
<b>2</b>	Provide effective leadership of the fundraising and community engagement staff by maintaining an active focus on the achievement of The Bridge's organisational strategy.
<b>3</b>	Responsible for delivering the Community and Events Fundraising Strategy, driving growth, and hitting income targets, to fund the charity's services and core costs.
<b>4</b>	Actively build relationships and work collaboratively with Services Managers, to identify areas and projects which require increased funding and act accordingly.
<b>5</b>	Recruit, develop and oversee a team of volunteer supporters for The Bridge, who can act as ambassadors and be deployed at community events and/or fundraisers.
<b>6</b>	Increase Community and Events Fundraising income and retention through delivering high-quality, personalised, and relevant supporter journeys for volunteers and supporters.
<b>7</b>	Responsible for the submission of grant and trust fund applications under the value of £10,000 to ensure a continual pipeline of opportunities for the organisation.
<b>8</b>	Work closely with the Strategic Management Team to develop new, and existing, external partnerships across the voluntary, public, and private sector.
<b>9</b>	Lead on the recruitment, induction, and development, of fundraising and communication staff, in collaboration with the Head of Business and Development.
<b>10</b>	Take an active, and substantial, role in identifying continuing professional development opportunities to achieve personal growth and aspirational goals.

### SPECIAL FACTORS

- In order for this role to be executed effectively, it will require the postholder to have a full driving licence and day to day use of a car.
- There will be an expectation that some evening and weekend working may be necessary to undertake this role.

<b>JOB COMPETENCIES</b>	
<b>TECHNICAL (30%)</b>	<b>BEHAVIOURAL (30%)</b>
Job Knowledge	Individual
Time Management	Interpersonal
Cultural Competence	Motivational
Systems and Processes	Managerial/Leadership
Critical Thinking	Analytical
<b>CORE (40%)</b>	
<b>QUALITY</b>	Delivering excellence through the development of a high performing workforce and applying continual improvement practices to meet the needs of the team and clients.
<b>EMPOWERMENT</b>	Ensuring the organisation maintains a focus on the aspirations of our clients, whilst empowering staff to take ownership and responsibility of their continuing professional development.
<b>RESPECT</b>	Understanding and appreciating individual differences of staff, partners and supporters, harnessing people's strengths, whilst recognising areas for growth and development.
<b>POSITIVITY</b>	Recognise, accept, and respond effectively to challenges, by being proactive and demonstrating an optimistic attitude, perspective, and approach to the role.
<b>PARTNERSHIP</b>	Understanding the key principles of partnership working, developing, and maintaining professional relationships and building networks across sectors and with the organisation's partners and supporters.
<b>PERSON SPECIFICATION</b>	
<b>TECHNICAL (Knowledge and Experience) - 30%</b>	
<ul style="list-style-type: none"> <li>• Substantial and demonstrable experience of working in a Community Fundraising Team, ideally in a leadership or management capacity.</li> <li>• Significant experience of building strong and lasting relationships with new and existing, supporters, volunteers and / or corporates, including managing a team of volunteers.</li> <li>• Experience of covering a large geographical area within a Community Fundraising or similar role</li> <li>• Proven track record of successfully delivering strategies for income generation and delivering challenging income targets.</li> <li>• Experience of managing business processes, identifying improvements, and making positive changes in a target driven environment.</li> </ul>	

- Understand the principles of leadership and management and have the self-awareness to recognise areas of strength and areas for personal development and improvement.
- Time management and planning to increase effectiveness, efficiency, and productivity.
- Well-developed analytical and evaluation skills (data, observations, communication, reflection etc.) to guide thinking and future actions.
- Understand, communicate, and interact effectively and sensitively with people of different cultures and socio-economic backgrounds.
- Awareness of one's own frame of reference, attitude towards cultural differences, and knowledge of different worldviews and practices.
- Experience of working with databases and pipelines of supporters.
- Experience of contributing to departmental income reporting, budgeting, and forecasting.

### **BEHAVIOURAL (Skills and Abilities) - 30%**

- Have the ability to engage with diverse communities and volunteers, to attract the most effective support from the geographical area.
- Recognise and understand areas for improvement and embed any learning from formal training, development, or self-reflection.
- Be self-motivated with the ability to prioritise multiple projects and their competing demands in an outcome driven environment.
- Be confident in using your initiative to effectively develop and manage the organisation's fundraising and community engagement functions, seeking any necessary advice, guidance, and input from the Head of Business and Development.
- Demonstrate a high level of written, verbal, and non-verbal communication skills, including the ability to negotiate and influence appropriately with a range of stakeholders.
- Have the ability to review data and scenarios to demonstrate impact and make sound decisions, with a willingness to change the direction of your thinking, based on information available to you.
- Have the ability to be objective and take accountability for challenging decisions, and reflect upon any outcome or impact of your professional judgments
- Be flexible and adaptable to support other areas of the business, and fundraising functions where required.

### **CORE (Values and Attitude) - 40%**

- Have a commitment, and the ability to role model The Bridge (East Midlands) organisational values and ethos and be an ambassador for its vision and mission.
- Have a commitment to delivering excellence through the promotion of learning and continual improvement.
- Have the ability to encourage individuals to build their self-confidence, develop their skills and support them with making positive contributions.
- Have the ability to acknowledge, and value, each individual's worth, needs, views and beliefs and the contributions they make to a team.
- Have an optimistic and proactive approach to identifying, and exploring, the most beneficial options and innovative solutions to a challenge within a team.
- Have a recognition, and an understanding, of the benefits of developing trusting and positive relationships, through open and honest communication.
- Have a demonstrable commitment to the principles of diversity and inclusion in the workplace.