



Doncaster Deaf Trust

A National Centre of Excellence

Our Vision

To be a national leader achieving outstanding outcomes that improve people's lives

Corporate and Community Fundraiser



Job Title

Corporate and Community Fundraiser

Location – Doncaster Deaf Trust

Starting salary band - £27,000-£32,000 (depending upon experience)

Full time (37 hours a week) with some flexibility for home working

35 Days holiday entitlement (which includes statutory Bank Holidays)

Contributory Pension (3% NEST Government Scheme)

Responsible to the Fundraising Lead

Our Values

- **Leadership** – we empower people to do the right thing and go the extra mile in everything they do.
- **Innovation** – we aspire to shape a new and better future for the Trust community by embracing opportunities, thinking differently and taking positive action.
- **Inclusivity** – we respect people, value diversity and are committed to equality.
- **Quality** – we strive to be outstanding through continuous improvement of systems, people and habits.
- **Perseverance** – we will overcome obstacles together with a can-do attitude.
- **Positive culture** – we foster an ethos of accountability, responsibility, honesty and togetherness.

Who we are

We, the Doncaster Deaf Trust, are a charity situated close to Doncaster Racecourse with over 190 years' experience in supporting the deaf and those with a hearing impairment, as well as special educational needs.

In response to our strategic priorities, we are embarking upon a number of very exciting capital fundraising campaigns. These include the converting of a listed building, on campus, into a new and vibrant café and enterprise zone. Once complete, the public will be able to visit, browse displays of creative gifts, plants, hair and beauty and associated products and spend time enjoying the very best in refreshments and home baking. Our students and young people are at the very centre of creating this new space, developing and making our products and being front of house in a totally unique vocational and educational training facility.

In making this and other unique opportunities a reality, we are investing in a completely new fundraising team. Everyone is getting behind the prospect of this new team, from Trustees to students and staff. There is a buzz of excitement on Campus!

The team will initially comprise of a full time Corporate and Community Fundraiser as well as Trusts and Foundations Fundraiser, supported and managed by our Fundraising Lead, who will work across a number of disciplines including legacy development, high level relationships and individual giving.

This, the Corporate and Community Fundraiser role, is particularly exciting. We have many and excellent links to local business and our wider community, but never before have we created a powerful and impactful fundraising proposition. Fancy being the first to champion the cause? As a chosen charity for the Doncaster 10K we've gone from 1 virtual staff member taking part in 2020, to nearly 30 staff members running as a team in 2021! Would you like to see this grow again in 2022 as part of your event portfolio?

You will of course have drive and ambition coupled with excellent relationship building skills. You'll be tenacious and creative, but you'll also be diligent in ensuring relationships are stewarded to the highest possible standard without exception. You'll have succeeded and exceeded whilst also been mature enough to learn and adapt when things get tough or don't go to plan. Most importantly, you'll be motivated through our cause and inspired by those we support, and the staff teams who continually go the extra mile.

What our staff and Students say about us:

"I've worked here for over 20 years, starting as a support worker and now part of the senior team. I can honestly describe our staff wider team as being like an extended family. Whilst we've experienced the most challenging 18 months of my entire career, the staff, students and parents have been utterly extraordinary, pulling together and demonstrating our core values, particularly those of perseverance and positive culture!" - Senior Staff Member

"As a relative newcomer I have been absolutely blown away by the generous, supportive and can-do culture I've experienced. And its clear to me now that until you experience all we do here, you've no idea just what an astonishing impact we have on the lives of those we support. It feels as though we're Doncaster's best kept secret!" – New staff member, 2 year after starting.

"This genuinely feels like a home from home and the staff are amazing!" - One of our residential students.

"When I first came here, I was quiet and reserved and didn't mix very well. I have now trained to use the new Barista as part of the Yellow Hub coffee club (a project on site) and feel more able to communicate better and talk with to staff and students" – One of our students who helped to set up the new on site coffee club and small café.



Your role will involve:

- Creating an income action plan (in consultation) based upon our current knowledge, relationships and sector benchmarking and trends.
- Developing lasting and purposeful relationships with Doncaster's corporate and community sectors through which new and where possible, unrestricted income will be derived.
- Encourage a wide range of people to participate in new community fundraising initiatives, event participation and corporate giving.
- Provide financial briefings and updates linked to known and anticipated income.
- Carry out robust prospect research across the corporate sector and local community groups and organisations.
- Deliver powerful, impactful and inspirational fundraising propositions based upon testimony and measurable impacts.
- Input and store donor information in line with GDPR whilst adhering at all times to the IoF Codes of Practice.

You will have at least 2 years' experience of/as a Corporate and Community fundraiser, or similar demonstratable and transferrable income generating or sales experience. You will be an excellent networker with a strong empathy with our cause.

Key tasks, responsibilities and required experience

Corporate Fundraising

- Create a portfolio of corporate engagement opportunities in consultation with the Trusts and Foundations Fundraiser and wider team. These will include Charity of the Year, volunteering, cause related, CSR, staff involvement via event participation etc.
- Engage with corporate, small local businesses and retail through creative, researched and tailored propositions.
- Create a new network of Corporate Ambassadors with associated outcomes.
- Actively network and share the Doncaster Deaf Trust message through business forums, Trustee relationships, media opportunities and the wider community.
- Create a programme for corporate open days at the Doncaster Deaf Trust premises.
- Work alongside our in-house vocational placement team (Aspire to Be!) to 'add value' to existing business relationships.
- Establish a Corporate Supporter scheme for local businesses.

Community Engagement

- Create a portfolio of events for a diverse group of participants. These will reflect the change to virtual and hybrid events whilst managing mass participation and community-based events as they come back on-stream.
- Manage and grow income from the Doncaster 10K through increased event participation, higher levels of sponsorship per participant, working closely with the organisers.
- Create our bespoke 'case for support' to community groups, pubs, clubs, educational establishments, golf clubs and faith groups (and many more) with the aim of securing financial support.
- Develop, with the wider team, an in-memorium fundraising plan.
- Develop a strong narrative in support of a legacy giving initiative (in consultation).
- Support all our staff, students and respective networks to promote and build upon a new desire to fundraise for our cause, celebrating success along the way.
- Develop a series of specific donor stewardship events.

- Effectively use media and PR platforms to recruit and solicit new support whilst sharing the wider message behind ‘lives changed and opportunities realised’.
- Create new opportunities for a series of Doncaster Deaf Trust bespoke community fundraising events such as ‘It’s a Knockout’, utilising our space and facilities.
- Create opportunity for in-kind donations.
- Be responsible for Community and Events fundraising budget and targets/KPIs.
- Recruit, manage and motivate volunteers to undertake fundraising and awareness activities on behalf of the Doncaster Deaf Trust and consider a Volunteer Ambassador programme.
- Assist with the development of Community and Event / Corporate fundraising materials and collateral.

General

- Attend supervisory sessions, relevant subject based training, briefings and networking events to maintain a clear and up-to-date understanding of legislation, policies, practice and technology.
- Undertaking any other tasks of a similar level of responsibility as requested by the Senior Management Team or Line Manager.
- Maintain an up to date CRM system

Following a recent, small scale, fundraising campaign to refurbish our student accommodation, we had the following feedback;

“I am loving the new things and I want to say a massive thank you and it looks so much better than before” – a resident student

“Shared kitchen and living room are good! Feels like at home” – resident student

“The feedback from both staff and students has been so positive, everybody agrees it is a much more homely atmosphere and are appreciative of all the hard work that has been happening in the lodge”



Person Specification

Knowledge

- Good working knowledge of the charity sector or similar and what motivates people to give or wish to engage in a philanthropic way.
- Reasonable knowledge and understanding of deafness and/or disability, social exclusion, SEND, the young and disadvantaged.
- Knowledge associated with donor acquisition and subsequent stewardship.

Skills and attributes

- A Team player.
- A natural relationship builder
- Motivated through 'changing lives for the better'.
- A 'can do' attitude focused on solutions and continuous improvement.
- An ability to listen.
- Excellent and persuasive communication skills.
- An ability to plan, record, analyse and review which leads to learning and adapting.
- Ability to write accurately, creatively and persuasively to engage the target audience.
- An ability to manage budgets and finance.
- Excellent ICT skills and proficiency in Microsoft outlook, word, excel & power point.
- Commitment to maintaining personal and commercial confidentiality.
- Commitment to Doncaster Deaf Trust's core values.

Applying for the role

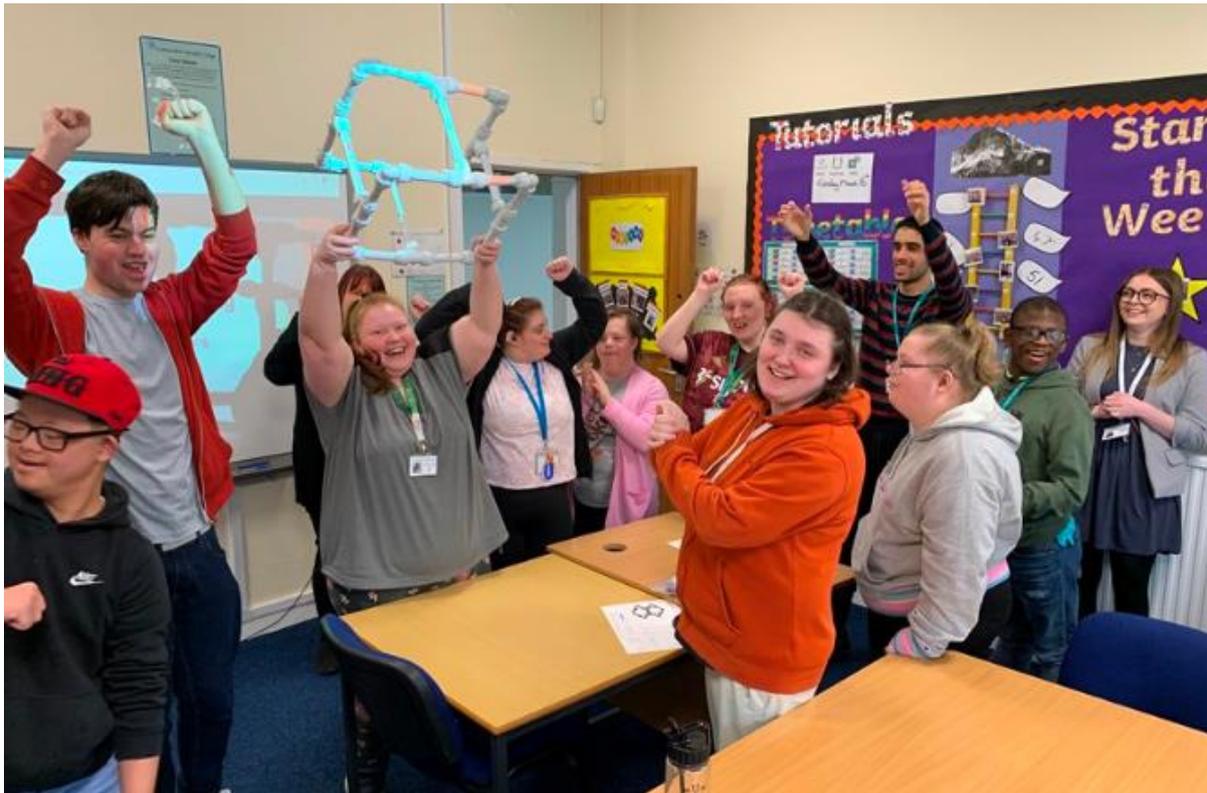
If, having read this application pack, you feel suitably qualified and inspired then please simply send us a letter sharing both, plus your most recent CV, making sure that you include your full contact details. Send this to our Fundraising Lead, Ian Proudler at iproudler@ddt-deaf.org.uk

Initially, we intend to have informal, rolling interviews, ideally on campus. If your letter inspires us with a great narrative, empathy for our cause and a connection to our values (as well as the requisite shining examples as to how you meet the job role and person spec!) then you may well hear from us quite soon. If you're not able to join us on site, for whatever reason, then we'll arrange to chat to you online.

We will require you to complete a formal application form thereafter, to ensure we cover all HR, equal opportunities and safeguarding requirements as we work with vulnerable young people.

A formal interview is likely to take place but if you're who we're looking for we may appoint without one.

Ian will be able to offer a little more background and answer any specific questions you might have, should you require, so please feel free to make contact at the earliest opportunity.



Doncaster Deaf Trust, Registered Charity Number 1088060

