



Fundraising Community and Events Officer

WLM

For 130 years the West London Mission (WLM) has been at the forefront of care for some of London's most marginalised people. Inspired by the vision of our founders, we reach out, day-in day-out, to transform the lives of homeless and vulnerable people.

WLM empowers people affected by homelessness, poverty and trauma to live more fulfilling lives. Our approach is rooted in an inclusive Christian ethos and our values place our clients and residents at the heart of all we do.

We are at an important moment. Homelessness in London is rising and WLM is faced with increasing demand for our services. We have a wide network of individuals, churches and local businesses who support our work. But our challenge now is to transform this goodwill into increased financial support. We are seeking a creative and ambitious Events Officer who can engage with our supporters to significantly increase the income generated - particularly through our events programme.

Job Description

Post:	Community and Events Officer
Location:	WLM Seymour Place, 134-136 Seymour Place, London, W1H 1NT
Hours of work:	Full Time 36.5 hours per week
Contract:	Permanent
Reports to:	Fundraising Manager
Responsible for:	Occasional volunteers
Salary:	£29,006 to £33,452 Inclusive of London Weighting (NJC scale 28 – 33)

About the role

The demand for WLM's services is rising and to respond to this growing need we seek to increase our voluntary income to exceed £1m by 2021. We are looking for an experienced Community and Events Officer who can work as an integral member of the WLM fundraising team to help us meet this objective over the next three years.

We are seeking an energetic and enthusiastic individual with good communication skills and a track record of organising successful fundraising events. We are particularly keen to recruit someone who can capitalise on our standing both within the affluent local Marylebone community and also within the wider Christian community.

Key areas of work

Events

Manage and administer an agreed calendar of supporter fundraising events including:

- Oversee the management and administration of the **annual WLM Sleep Out** – including its planning, preparing materials, promotion, recruitment and support of participants, liaison with partners, overseeing the actual event and follow up work. (In 2017 this raised £54,000 and it is expected to raise at least £60,000 in 2018.)
- An ongoing programme of **Challenge events** - purchase spaces, fill places and support participants to reach agreed sponsorship targets.
- Participation in **Community events** - work with the organisers and committees of local events, festivals and groups to ensure that income opportunities are maximised and that the WLM brand is correctly represented.
- Proactively developing **new WLM fundraising events** – piloting a new summer event and developing it as an annual feature.
- Coordinating and developing the programme of **Christmas events** – carol singing, drinks receptions, benefits concerts, Christmas lights events – to maximise income and raise WLM’s profile.

Community fundraising

- Engage with local churches, strengthening existing links and forging new partnerships, coordinating a programme of preaching at services and presentations at church meetings, recruiting members to participate in fundraising events, developing strategies to generate income.
- Engaging with, and generating increased support, from the wider Methodist Church as well as specifically within the London District.
- Engage with local schools and other community groups to develop WLM’s relationships, promote our work and values and solicit financial support.
- Be an advocate for fundraising across the WLM and build successful working relationships at all levels to promote the importance of Events and community fundraising and engage the support of staff in our work.

Other general duties

- Adhere to the Institute of Fundraising Code of Practice, Charity Law, Data Protection Act and other relevant legislative requirements.
- Promote the work and values of WLM externally.
- Support the rest of the Fundraising Team with projects and tasks as appropriate according to the organisation’s needs.
- To adhere to WLM’s Equal Opportunities Policy, Health and Safety Policy and Code of Conduct in all aspects of the work.
- Any other duties as agreed with the Fundraising Manager.

Person Specification

POST: Community and Events Officer

LOCATION: Fundraising, WLM Seymour Place

We need to recruit a proactive and energetic individual who:

- Is experienced at organising successful fundraising events
- Can engage effectively with the local Marylebone community
- Has an understanding and appreciation of wider Church networks
- Has the creativity and flair necessary to develop and promote an engaging programme of community fundraising events

Competencies:

We will be looking for evidence of all the following key competencies during the selection process:

<ul style="list-style-type: none">• Donor focus• Organisation and planning• Proactivity and initiative• Communication• Team Work	<ul style="list-style-type: none">• Administration and IT• Reasoning and problem-solving• Work with external agencies• Coordination of projects
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Skills, abilities, knowledge, experience and personal qualities we would consider essential:

1 Skills, abilities and knowledge

- 1.1 Excellent written and verbal communication skills
- 1.2 Good presentation skills with the ability to be adaptable and inspire across a range of audiences
- 1.3 A good working knowledge of Microsoft Office, online giving platforms and social media
- 1.4 Ability to work with staff and volunteers of all levels inside and outside of the West London Mission across a range of cultures and sectors
- 1.5 Excellent time management and the ability to manage multiple priorities and work to deadlines
- 1.6 Up to date knowledge of fundraising trends and relevant fundraising legislation
- 1.7 Good understanding of church structures, denominational cultures and networks

2 Experience

- 2.1 Experience of planning and delivering successful fundraising events
- 2.2 Experience of day-to-day operation of a database (WLM uses Donorfy)

3 Personal Qualities

- 3.1 A strong commitment to providing a high-quality service to people affected by homelessness, poverty and trauma.
- 3.2 Ability to work independently, proactively and to think on your feet,
- 3.3 Ability to work as a team member in a responsible manner
- 3.3 A demonstrated commitment to West London Mission's values
- 3.4 An understanding of West London Mission's inclusive Christian ethos
- 3.5 Ability to work flexibly including occasional evening and weekend work as required

4 Desirable

- 4.1.1 Awareness and knowledge of issues affecting homeless people
- 4.1.2 Previous experience of raising funds that support disadvantaged people