



**Job Title:** Community and Events Officer - UK

**Responsible to:** Head of Fundraising

**Job purpose:** To help grow unrestricted income for Health Poverty Action through community fundraising, challenge events, and partnerships with small corporations

**Salary:** £26,185 rising to £30,035 (with London weighting)

**Hours:** Full time, 35 hours per week

**Location:** Remote working with regular travel to London

**Closing date:** 21<sup>st</sup> March 2022 at 9 am GMT

**Interview date:** Ongoing

Please send your application form to: [personnel@healthpovertyaction.org](mailto:personnel@healthpovertyaction.org)

*Please note that due to a potentially high number of applications, only shortlisting candidates will be notified.*

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## **BACKGROUND**

Health Poverty Action acts in solidarity with health workers, activists and communities worldwide to improve health and challenge the causes of poverty.

Our distinct approach can be summarised as a combination of three features:

- **We approach health as an issue of social justice**

Health for all is a right not a privilege – a right denied to many by a global system stacked against them. The greatest causes of poor health worldwide are political, social and economic injustices.

We tackle these complex root causes of social injustice in two ways. Firstly, we work in partnership with communities to help them take back the power to improve their own health. Secondly, we campaign on a national and international level to change policy, and destroy unjust power relations.

- **We prioritise those missed out by others**

We believe in health for all, without exclusion. Development organisations tend to cluster together, which leaves large populations with almost no support at all. People may be living in hard to reach areas, or are difficult to support for some other reason. We make these most neglected populations our highest priority.

- **We address the full range of factors which impact on health**

Health is a combination of physical, mental and social wellbeing. As well as strengthening health services we work on areas such as nutrition, water, sanitation, gender discrimination, and income generation. Tackling one cause of poor health in isolation can give the appearance of improving health in the short term, but tackling numerous factors together saves lives.

We are acutely aware of how our own power dynamics as an organisation impact on the people we work with, and we work in partnership with communities to create long term relationships built on trust.

We respect those we work with – and do our best to communicate this – we aim not to generate pity, but instead strive to give truthful accounts of social injustice and its causes. Just as we work to ensure policy makers and service providers are held accountable, we must repeatedly challenge ourselves to ensure we are accountable to the communities we serve.

We are part of a global movement for health justice – the People’s Health Movement (PHM). The PHM is today’s embodiment of the primary health care movement and the radical vision it set out continues to rally health workers and policy makers worldwide. This quote from the founding document of this movement, the People’s Health Charter, sums up the essence of Health Poverty Action’s values and identity:

*“Health is a social, economic and political issues and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalised people. Health for all means that powerful vested interests have to be challenged, and that political and economic priorities have to be drastically changed. This Charter encourages people to develop their own solutions, and to hold accountable local authorities, national governments, international organisations and corporations.”*

In 2017 we formed a strategic partnership with Find Your Feet. The partnership ensures Find Your Feet’s livelihoods work will continue through Health Poverty Action.

## **JOB DESCRIPTION**

### **Context of the role**

Health Poverty Action has an exciting portfolio of community fundraising campaigns. We are ready to grow these campaigns, as well as develop new initiatives to take our unrestricted fundraising to the next level.

We are looking for a dynamic, proactive and strategic individual to manage and grow our community fundraising portfolio. This already includes challenge events, school initiatives, community groups, and festive fundraising (carols, concerts and all things merry!) – but there is ample opportunity to grow the portfolio with your own ideas!

You will manage our London Marathon team, the Royal Parks Half Marathon, and other challenge events. As well as recruiting, resourcing and building relationships with our participants, you will work closely with the fundraising team to develop and organise bespoke events.

As we rebuild our community and events income after the series of lockdowns, you will have the ability to introduce new fundraising opportunities to your remit.

We are a strong and collaborative team; there are plenty of opportunities to work on cross-cutting initiatives with your colleagues.

You will be the critical driver of growing our community and events fundraising and ensuring that more people worldwide are able to realise their right to health.

### **Key responsibilities**

In the continually changing environment in which we operate it is not possible to have fixed responsibilities, and this presents an exciting opportunity to shape this role yourself. The following outline provides a view of the scope of the work, within which your strategies and priorities will be agreed with the Head of Fundraising.

### **Community Fundraising**

- Research individuals and organisations to generate new community fundraising income (i.e., churches, faith groups, rotary clubs)
- Develop new community fundraising initiatives and promote to new and existing supporters
- Establish and manage a network of volunteers to support with our community fundraising activities
- Manage our festive fundraising, including coordinating with our choirs for carol singing with TfL and concerts
- Lead on and grow our key school fundraising initiatives

### **Events Fundraising**

- Ensure the smooth management of our programme of events, including the London Marathon
- Lead on the recruitment, resourcing, relationship-building and support of our event participants
- Work in collaboration with the fundraising team to create a suite of bespoke events to support employee engagement with corporate partners
- Develop and oversee innovative and profitable one-off events

### **Fundraising Management**

- Maximise income from our portfolio of community and events initiatives through excellent stewardship and supporter journeys
- Budget, monitor, re-forecast and report on community and events fundraising activities
- Recommend, revise and implement plans as required to ensure targets are met and risks minimised
- Work with our internal communications team, and external freelancers where necessary, on producing any materials required to support our community and events fundraising
- Manage relevant website pages and social media content for our community and events fundraising, and improve uptake of these through digital channels
- Ensure that efficient administration systems are in place and maintain accurate records on our community campaigns, sponsorship, donations and correspondence (as well as recording details of all fundraisers on the database)
- Proactively keep abreast of the fundraising marketplace, identifying changes, trends, reacting accordingly and maximising potential opportunities

### **Other**

- Be aware of all Health Poverty Action work and developments, in order to identify stories and material for fundraising purposes
- Act as a representative of Health Poverty Action when required and communicate its work in a passionate and professional way

- Manage own workload and set objectives and deadlines with the Head of Fundraising
- Undertake all other reasonable activity requested by the organisation

## **PERSON SPECIFICATION**

### *Experience*

A successful track record that demonstrates outstanding qualities in the key areas:

- Hands-on project management experience in generating, implementing and evaluating creative new community fundraising and event initiatives
- Experience managing and monitoring income and expenditure budgets
- Engaging, creative and effective communication skills
- A successful track record of working to and meeting targets
- Experience in managing supporter journeys and maximising community fundraising relationships
- Ability to build strong positive relationships, with excellent written and verbal communication skills
- Ability to produce and/or manage the production of engaging fundraising materials and supporter communications, including working with third party suppliers
- IT literate with excellent knowledge of Microsoft Office (especially Excel and PowerPoint)
- Experience working with fundraising databases (Salesforce) and online fundraising platforms (e.g., Just Giving)
- A good understanding of fundraising principles (Fundraising Regulator's Code of Practice)
- A good understanding of data protection issues and consent, and ability to ensure compliance

### *Working Style*

- A warm, friendly and empathetic colleague
- Valuable and positive cross-organisational team player who supports and motivates colleagues
- Able to work well both individually and as part of a team
- Enthusiasm and flexibility to take on new tasks
- Willingness to take responsibility and initiative
- Excellent negotiation and diplomacy skills, with the ability to find ways of getting things done cross-organisationally
- Able to work fast, contributing to a friendly, inclusive and supportive environment of

energy, enthusiasm and collective success

- Well organised and reliable, with exceptional attention to detail and accuracy

### *General*

- Ability to think and plan strategically, both creatively and laterally
- Can work flexibly, solve problems, and adapt to rapidly changing demands and opportunities whilst retaining clear priorities and strategic focus
- Proactive and self-motivated, with ability to use own initiative
- Ability to handle pressure and tight timescales, meeting and monitoring deadlines and targets
- Appreciates working in a multi-cultural context

### *Commitment*

- Passionate and demonstrable commitment to Health Poverty Action's values
- Ability to enthuse and inspire others to support Health Poverty Action's work

## **TERMS AND CONDITIONS**

### **Salary**

£26,185, including London weighting, rising in length of service increments to £30,035 (plus cost of living increases applied to this scale over time).

### **Hours**

Full time, 35 hours per week. Though our business hours are 9 am – 5 pm, we support flexible work schedules. Evening and weekend work may sometimes be required, for which time off in lieu can be taken. *We will consider applicants to work on a part-time and a flexible working basis where possible.*

### **Holidays**

25 days per year, plus the time between Christmas and New Year, plus English public holidays. An additional day leave is added for each two years completed service, up to a maximum of 3 days.

### **Pension**

Staff are encouraged to join Health Poverty Action's pension scheme. Health Poverty Action will match their own contributions up to a maximum of 5% of gross salary (and subject to a minimum contribution of 4%).

## **Location**

This post will be predominantly remote at this time, with a hybrid model of working likely in the future. Regular travel to London may be required to meet with community stakeholders. Candidates will therefore need to either have or be able to acquire the right to work in the UK. The post may also involve some international travel.

***At Health Poverty Action we actively value diversity and promote equality and inclusion. We also value and respect lived experience relevant to our work to tackle injustice and create a fairer, more equal world. We actively discuss how to be more representative and inclusive, and encourage people from all backgrounds and experiences, and varied skill sets, to join us and help shape what we do. We are particularly keen to hear from people from historically underrepresented groups.***

*Thank you for considering working with Health Poverty Action.*