



Improving lives of people with sight loss



**Community and Corporate Fundraiser  
Information pack**

**[www.vistablind.org.uk/jobs](http://www.vistablind.org.uk/jobs)**

## Introduction

### **We are looking for a Community and Corporate Fundraiser.**

At Vista, we have an increasing need for an experienced fundraiser to work within a fast-paced Fundraising and Marketing Team.

We need a passionate individual who will drive the success of our fundraising department and help us reach our ambitious targets.

Have you got what it takes? This pack tells you everything you need to know about the job.



To find out more and apply online, visit [www.vistablind.org.uk/jobs](http://www.vistablind.org.uk/jobs)

## About Vista

### **Vista is the leading provider of services to children and adults with sight loss in Leicester, Leicestershire and Rutland.**

We are one of the oldest and largest local charities, working with people with sight loss and their families for over 150 years.

As well as rehabilitation, residential homes, social groups and befriending services, Vista provides specialist services for people with learning disabilities, dementia and dual sensory impairment.

Whether someone is newly diagnosed or has lived their whole life with reduced sight, our specialist staff provide a vital lifeline to local people.

Losing your sight can be frightening. Vista is there, enabling people to regain their independence and live fulfilling lives.

## Vista House

Situated at the top of Leicester's historical New Walk, a few minutes' walk away from the city's train station, Vista House is the headquarters for the charity. Here you will find Vista's Helpline, Human Resources, Finance, Marketing and Fundraising departments, as well as the charity's Leadership Team.



## Our people

I am passionate about fundraising, and it feels good to make a real difference for such a worthy cause.

The flexibility allows me to work around childcare, and Vista's supportive approach makes a huge difference to family life.

**Becky, Community and Corporate Fundraiser**



I feel very lucky to work here, overseeing a wide range of services whilst being part of new, exciting ideas means no two days are the same.

Vista is an award-winning gem of a local charity, which is down to our ambitious, passionate staff and loyal volunteers.

**Paul, Chief Executive**

Working in the fundraising team is a versatile and rewarding challenge.

I am proud to be in a pivotal role within the charity, raising vital funds towards expanding current services, as well as developing new projects.

**Jaspreet, Trusts, Grants and Major Giving Manager**



## Benefits for you

Vista is committed to the overall health and wellbeing of its employees, and is pleased to offer a quality, competitive benefits package that provides valuable health care, financial and lifestyle options.

### Your Health

Optical and Dental Care  
Therapeutic Support  
Medical Consultations  
Life Assurance Scheme  
Employee Assistance Programme



### Your Lifestyle

Childcare Vouchers  
Cycle to Work Scheme  
Corporate Gym Membership  
Discounted AA Breakdown Services



### Your Finances

Vista Pension Scheme  
Discounted Mobile Phone Tariffs  
Clockwise Credit Union



These employee benefits can be discussed further at the interview or once in post.

## **Job Description**

**Job Title:** Community and Corporate Fundraiser

**Department:** Fundraising, Marketing, Communications and Retail

### **Primary Objectives:**

To build, maintain and manage community and corporate fundraisers for Vista, throughout Leicester, Leicestershire and Rutland

### **Main Duties:**

#### **Corporate Fundraising**

- Identify potential corporate charity partners, building a list of prospects in line with Vista's fundraising strategy
- Develop and nurture prospects and pitch for charity of the year relationships and other partnerships
- Manage corporate partnerships, developing and implementing a partnership plan with each and ensuring they receive an appropriate level of support
- Ensure appropriate reward and recognition is in place for these supporters

#### **Community Fundraising**

- Recruit and manage local fundraising groups to deliver fundraising events on our behalf
- Support fundraising campaigns to recruit new supporters and actively manage these supporters to maximise their financial contribution
- Build and develop strong relationships with all supporters to ensure they feel valued by Vista
- Ensure appropriate reward and recognition is in place for these supporters
- Support volunteers in the delivery of fundraising activity
- Organise a small number of fundraising events on behalf of Vista

## Finance

- Manage a fundraising income and expenditure budget
- Meet fundraising targets
- Understand the risk in fundraising income and implement contingency plans to ensure targets are reached
- Provide regular, accurate reports and commentary on financial performance to the fundraising manager

## General

- Be an active member of the Fundraising and Marketing team, attending and contributing to regular team meetings etc.
- Attend fundraising events and meet supporters as required; this will sometimes involve working out of hours and travelling extensively throughout the region.
- Represent Vista within the community, including carrying out talks and presentations when required
- Report to the fundraising manager on a weekly basis on implementation of the fundraising strategy and financial expectations of the pipeline.

## Resources (refer to Guidance Notes) :

**a) People** Management of fundraising volunteers, working in the office and the community. Owner of all relationships with Vista's community and corporate supporters and responsible for managing and developing these relationships, in order to maximise income for Vista. Interaction with people who use of services who also have potential to raise funds for us

**b) Financial** support Income targets of c.£140K, increasing year on year as we develop this income stream which, to date, has been under developed.

**c) Non-financial** Gate holder of key relationships with potential to deliver future income, responsible for representation of Vista to individuals, communities and corporates with potential to fundraise for us

**d) Special Factors** Lone working, regularly working alone in the community, visiting individuals, groups and companies, often in their premises. Manual handling (objects) in event organisation and set up

## Additional responsibilities

- 1) To ensure activities comply with current law
- 2) To operate within the law at all times, with particular reference to health and safety; safeguarding; equality and data protection legislation
- 3) To work flexibly, including additional hours from time to time to meet the needs of the job, and some unsocial hours working

Prepared by: KN

Date: March 2017

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

## Person Specification

Essential	Desirable	How Identified
<b>Qualifications &amp; Training</b> <ul style="list-style-type: none"><li>• Graduate or comparable critical thinking and problem solving skills</li></ul>		Application form
<b>Experience</b> <ul style="list-style-type: none"><li>• Meeting or exceeding income targets</li><li>• Building strong relationships with supporters or customers</li><li>• Acquiring and developing new supporters/customers</li></ul>	<ul style="list-style-type: none"><li>• Experience of working within the charity sector</li><li>• Experience of delivering a fundraising campaign</li><li>• Experience of managing corporate partnerships</li></ul>	Application form & interview

<ul style="list-style-type: none"> <li>• Motivating and inspiring supporters/customers to achieve financial targets</li> <li>• Managing a personal budget and providing commentary on financial performance</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of pitching for corporate partnerships</li> </ul>	
<p><b>Skills &amp; Knowledge</b></p> <ul style="list-style-type: none"> <li>• Excellent skills in communications, influencing and negotiation</li> <li>• Knowledge of corporate and community fundraising</li> <li>• Excellent time management, planning and prioritisation</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Visual Impairment</li> </ul>	<p>Interview &amp; a test may be used</p>
<p><b>Personal Qualities</b></p> <ul style="list-style-type: none"> <li>• Confidence in speaking publicly and conveying passion for a cause</li> <li>• Ability to work independently and manage time well, good judgement in when to involve other stakeholders</li> <li>• Team player, happy to help out where needed</li> </ul>		<p>Interview &amp; a test may be used</p>
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Willingness and ability to work unsociable hours in order to meet supporters and travel extensively across the region</li> </ul>		<p>Interview</p>



**If you require the information in this handbook in an alternative format (e.g. large print, audio or Braille) please contact Vista on 0116 249 0909.**

**For more information, please contact the HR Department**

**Human Resources**

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