

**Job Title:** **Community Engagement Executive**

**Reporting To:** **Community Fundraising Manager**

**Job Summary:**

As part of Midland Air Ambulance Charity's (MAAC) Community team, the Community Engagement Executive is responsible for taking a proactive approach to raising the profile of the charity and deepening relationships with a range of supporters, as well as the general public, in the local communities we serve.

As a key community ambassador for MAAC, you will work to increase our supporter base across our region and help generate agreed income through community fundraising activity. You will provide support to the Community Fundraising Lead and Community Fundraising Manager, working within the wider fundraising division. As a key member of the team, the Community Engagement Executive will implement the fundraising strategy for MAAC comprising of both in person and online community engagement methods, as well as working on special projects determined by business need.

The Community Engagement Executive will be responsible for developing a pipeline of potential supporters by attending and organising a range of public facing events across the six counties to help promote MAAC'S key campaigns, including our Training and Retail arms. You will also play an important part in utilising our regional airbases and Headquarters to forge strong links with local communities and increase engagement by hosting impactful visits and events for our key audiences.

In addition, the role will offer support and, when required, cover for Community Fundraising colleagues across our six county operating region by delivering talks, attending cheque presentations, and supporting or leading at community events to maintain consistent engagement and visibility. The postholder must be able to travel frequently and flexibly throughout the six-county region to provide consistent support and presence.

### Main Duties of the Post:

**The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of MAAC which may be amended from time to time.**

The Community Engagement Executive will expand and deepen the commitment of both existing and new community supporters in line with MAAC's business plan. You will:

- Identify and highlight areas of low engagement within the six-county region, developing ideas and engagement plans in these areas in collaboration with the Community Fundraising Lead and Community Fundraising Manager.
- Hold regular meetings with our Regional Fundraising Executives about developing a pipeline of supporters in their region with a view to increasing income.
- Help develop our educational outreach package to encourage fundraising support from schools, universities, colleges, and youth groups. This will include attending events at external events and helping to plan and organize internal events
- Support the development of new engaging education resources and tailor content to different age groups and educational needs.
- Give presentations, talks and pitches to a variety of audiences to increase awareness of MAAC and generate support for the charity. Give focus to this in key areas to increase our reach, whilst supporting the Regional Fundraising Executive in that area.
- Work with the Community Fundraising Lead and Community Fundraising Manager to support the delivery of the fundraising strategy, developing regional plans to support growth and development, focusing on building strong and long-lasting relationships which will increase income and loyalty to the charity.
- Achieve agreed annual and longer-term targets, including income targets and community engagement targets. You will be responsible for the monitoring and evaluation of this activity and data.
- Support with the development of Engagement events held at our airbases and our Headquarter aimed at a variety of audiences and working with teams across the organization. These will include 'thank you' days for supporters and cultivation days for potential donors
- Represent the organisation at careers fairs, volunteer fairs, open days, fresher fairs, and community events.
- Scope opportunities to work in collaboration with external organisations to deliver and collaborate on a range of community engagement events and awareness programmes.
- Lead on developing new engagement activities to be used at community events annually
- Utilise the Airbase and Headquarters (ABHQ) to forge links with communities, organisations, and small businesses in and around the local area, supporting the wider team with ABHQ events and base visits.

- Provide support for special community fundraising-related projects as determined by the Community Fundraising Lead and/or the Community Fundraising Manager.
- Provide support and cover for the wider Community Fundraising team across our operating region as and when required, including delivering talks, attending cheque presentations, and attending events, proactively contributing towards income generation.
- Provide fundraising support to donors based out of area as and when required
- Inspire, develop, and manage supporters to achieve agreed objectives by offering outstanding, tailored stewardship to build emotional loyalty and maximise value through cultivation.
- Working with Community Fundraising colleagues, ensure each supporter has a stewardship plan in place which best fits their motivations, utilising the cross-organisation portfolio of products and engagement opportunities to raise awareness of MAAC's impact and relevance.
- Keep abreast of the fundraising and community engagement landscape generally across the region, spotting opportunities, emerging trends and aligning with MAAC's objectives and priorities.
- Play an active role linking with the wider fundraising team, to ensure join up around specific areas of fundraising focus.
- Manage donor records on MAAC's CRM system to ensure records are up-to-date and use the CRM to produce regular reports to analyse/monitor progress.
- Provide support and guidance to those who wish to raise funds for MAAC including awareness on legislation, health and safety issues, and licensing regulations.
- To attend as requested meetings and development training courses and to undertake any other duties that may arise and fall logically within your remit.
- Demonstrate a flexible approach to working patterns, including regular travel throughout the region and participation in events/activities that may take place during evenings, weekends, or public holidays.

**The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties.**

## **ADDITIONAL INFORMATION**

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

## **CHARITY POLICIES & PROCEDURES**

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

## **CONFIDENTIALITY**

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

## **CONTINUING PROFESSIONAL DEVELOPMENT**

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

## **DISCLOSURE AND BARRING SERVICE (DBS)**

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment.

## **DIVERSITY AND EQUAL OPPORTUNITIES**

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.

## **FREEDOM OF INFORMATION**

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.

## **HEALTH & SAFETY AT WORK ACT**

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

## **MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS**

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

## **REGISTRATION**

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

## **SAFEGUARDING**

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

## **SMOKING STATEMENT**

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

## **TRAVEL TO OTHER SITES**

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.