



**Community & Events  
Fundraising Manager  
Information for Applicants**



# Contents

---

Welcome from our CEO

Background Information

Department Structure

The Role

Person Specification

What we do for you

How to apply



# Welcome from our CEO

Dear Applicant,

Thank you for your interest in the post of **Community & Events Fundraising Manager**.

I believe that in order to make the difference that we do, it is essential to recruit a team of high performing, dedicated staff. In this application pack you can find out more about what it takes to become a key part of the NICHS team.

As Community & Events Fundraising Manager you will be responsible for supporting the DOIG in developing an innovative Community and Events Fundraising Strategy aligned to the overarching Income Generation strategy and will develop and deliver an engagement plan to pro-actively seek out new opportunities, develop and introduce innovative new initiatives and campaigns to ensure the continued growth of community and events support across the income sources you manage.

Northern Ireland Chest, Heart and Stroke (NICHS) currently needs approximately £3M income per annum to operate, primarily its care and prevention services and to fund local research programmes.

As a voluntary sector organisation, one of the most important investments we make is in our people.

By embracing the world recognised Investors in People Standard, we have made a commitment to strive towards the very best in people management excellence and to make NICHS a great place to work. We have recently been awarded Investors in People GOLD accreditation. Only 17% of organisations achieve Gold and this accreditation demonstrates the incredible passion and dedication to our work that all of our staff share across the organisation.

We will appoint an individual who possess the skills and qualities that match our values. These values articulate those things that we genuinely believe in, and our Community & Events Fundraising Manager will be a champion for these, and promote them in every aspect of what they do.

Our values are *Compassionate, Courageous, Considerate and Committed*.

For many, this values-driven culture is a key element of what makes NICHS a *special* place to work. People demonstrate how they experience the values personally and strive to act as role models, applying them on a daily basis in their relationships both with service users and colleagues; treating people with dignity and respect; supporting people to be involved in their

communities; taking responsibility for actions; and being honest, open and accountable. In short, achieving our charitable aims to the highest possible standard.

Our collaborative working style has brought together staff from across departments, and built a strong sense of team identity.

We are lucky to have attracted and retained a resilient and talented work force, and have many long serving members of staff, some who have been with us for more than 30 years: clear evidence that NICHHS is a special place to work, with a climate of positivity, characterised by optimism, mutual supportiveness and good humour.

We have developed our new 2023 – 2026 strategic plan in conjunction with our staff, service users past and present, supporters and our Governance Board. This Strategic Plan for 2023 – 2026 will be our roadmap and will guide us as we continue to work tirelessly with our partners and stakeholders to achieve our vision of a healthy Northern Ireland free from chest, heart and stroke illnesses and strive in our mission to prevent chest, heart and stroke conditions and support people affected by them.

<https://nichs.org.uk/about-us/who-we-are>

I would like to thank you for your interest in joining the NICHHS team.

Yours faithfully,



Declan Cunnane

Chief Executive



# What We Do

We have been leading the fight against chest, heart and stroke illnesses in Northern Ireland since 1946.



We do this by working across four main areas:

We provide expert **care** and support to anyone living with chest, heart and stroke conditions.

We work to **prevent** these illnesses, by helping detect early signs of chest, heart and stroke illness and empowering individuals to make healthy choices.

We fund **research** to advance how we treat, care for and prevent chest, heart and stroke conditions.

We **campaign** for better care, treatments and awareness of chest, heart and stroke conditions.

**As a charity, almost 90%** of our work is funded thanks to public donations.





## Our Culture

Our **Values** are the principles that drive us, the things that are most important to us, our motivation. They reinforce the way we interact with each other, our volunteers, service users and everyone else. They describe why NI Chest Heart & Stroke is unique, and they help to drive the culture of our organisation.

Our people are actively engaged and are very well supported when they need it. Team members are confident and enthusiastic. Trust and mutual respect are high. People care and depend on each other.

Our people are passionate about delivering high-quality services, which make a difference. They play their part in ensuring a welcoming, friendly, inclusive and supportive working environment. There is a sense of optimism about the future. Team spirit is strong.

*“I’m proud to work here ... People are really dedicated”*





# Our Values



## Compassion

We believe that people are at the centre of everything we do. Everyone is equal and should be treated with dignity and respect.

We will be selfless and people centred, showing kindness and concern for everyone we come into contact with.



## Commitment

We believe that people have the right to expect services of the highest quality to meet their needs.

We will be dedicated to the success of our charity and continuously improve.



## Courage

We believe everyone should feel empowered to make decisions about their own lives.

We will be brave and challenge the status quo.



## Considerate

We believe that everyone should be treated as we would expect to be treated ourselves.

We will respect the needs and feelings of other people and try and understand their point of view.





# Our Strategic Priorities

## We Care

<b>Aim</b>	To offer and deliver exceptional Care Services to meet the needs of people who have chest, heart and stroke illnesses and their carers.
------------	---

## We Prevent

<b>Aim</b>	To empower people to make healthy lifestyle behaviour changes and reduce their risk of preventable chest, heart and stroke illnesses.
------------	---

## We Research

<b>Aim</b>	To find better ways to prevent, treat and care for people affected by chest, heart and stroke illnesses.
------------	--

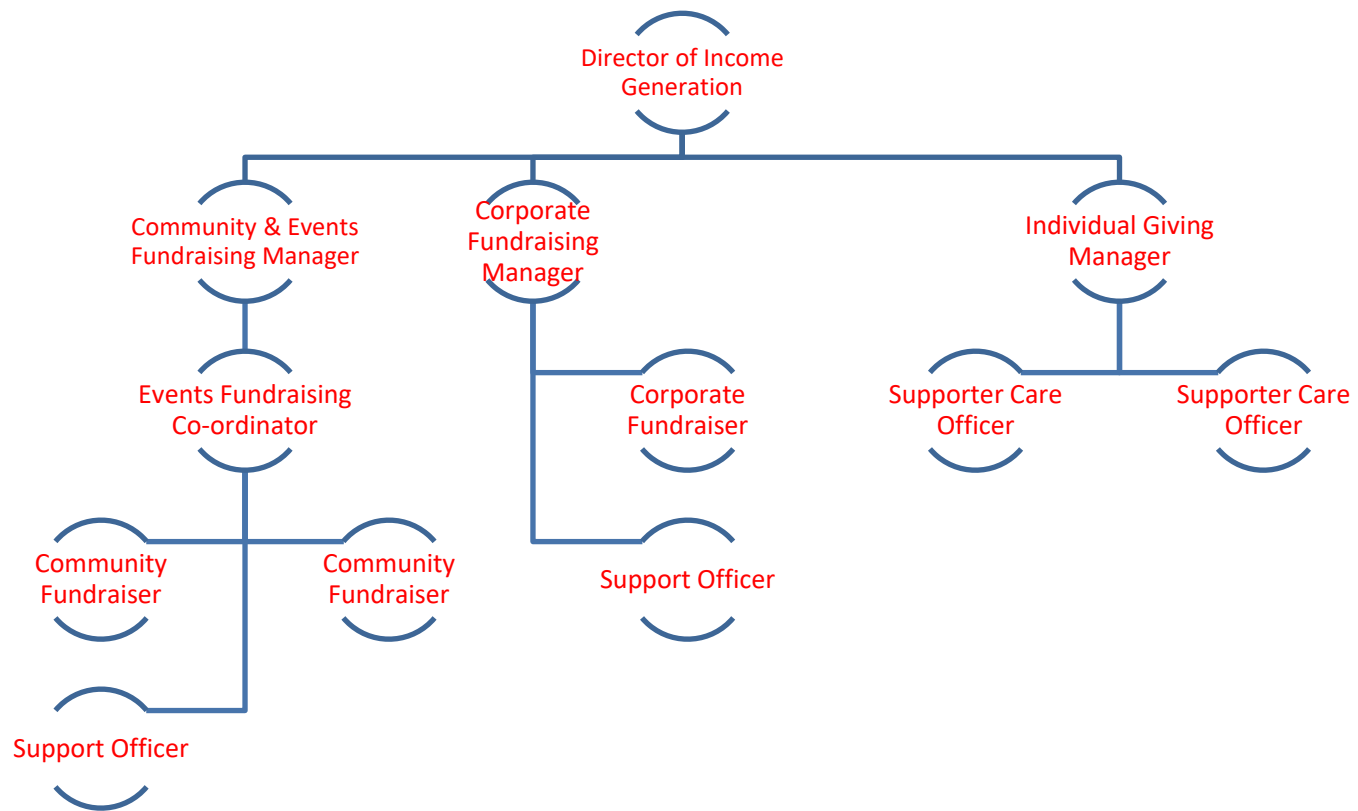
## We Campaign

<b>Aim</b>	To make chest, heart and stroke conditions a priority for decision makers
------------	---

## Our People

<b>Aim</b>	To develop a culture where our people are inspired, developed, supported and proud to work for NICHHS
------------	---





# The Role

<b>Job Title</b>	Community and Events Fundraising Manager
<b>Responsible to:</b>	Director of Income Generation
<b>Hours per week:</b>	35 hours – Mon – Fri
<b>Location:</b>	NICHS HQ, 21, Dublin Road, Belfast (Hybrid Working arrangements are available)
<b>Salary:</b>	£ 42, 708 (NJC Point 33)
<b>Contract:</b>	Full Time Permanent

## SUMMARY:

Northern Ireland Chest, Heart and Stroke (NICHS) currently needs approximately £3M income per annum to operate, primarily to support its care and prevention services and to fund local research programmes.

You will manage, and develop a high performing, pro-active and innovative community and events fundraising team, and oversee the management, engagement and growth of a community ambassador network to support fundraising activity across NI, and work in collaboration with the wider team on shared projects and initiatives, ensuring the community team is committed to the values of the organisation.

As Fundraising Manager – Community and Events you will lead the Community and Events Fundraising team. This will include two Community Fundraisers and one Events Fundraising Co-ordinator and one Fundraising Support Officer.

The Income Generation department secures income from a number of sources, currently grouped together as outlined below (all include in-memory and digital):

- Legacies
- Corporate (includes Trusts & Foundations, Corporate partnerships, sponsorship and GAYE)
- Individual Giving (includes Regular giving, donations, appeals and Gift Aid)
- Community and Events (includes Community groups, clubs and individual supporters, DILOF, Tribute Funds, and DILOG)

You will be responsible for supporting the DOIG in developing an innovative Community and Events Fundraising Strategy aligned to the overarching Income Generation strategy and will develop and deliver an engagement plan to pro-actively seek out new opportunities, develop and introduce innovative new initiatives and campaigns to ensure the continued growth of community and events support across the income sources you manage.



You will lead the team in building valuable and long-term relationships with supporters across NI, including - groups, clubs, local businesses, individuals, volunteers, and regional media.

You will lead in the development and delivery of annual operational plans and budgets, setting clear performance measures, SMART objectives and costed ROIs for each source, and set clear workplans with individual team targets and KPIs to ensure the success of the Income Generation strategy.

## **MAIN RESPONSIBILITIES**

### Strategic Management

- Support the DOIG in the development of innovative and sustainable community/events fundraising strategies aligned to the overarching Income Generation strategy, to maximise income from a broad range of community and events fundraising, whilst helping to raise both the awareness and profile of NICHS across NI.
- Lead in the development and delivery of annual community and events plans, setting income targets with clearly defined financial and non-financial performance measures for the team, including reactive and proactive objectives, as well as the development of contingency plans, as appropriate, throughout the year to ensure all annual targets are achieved.
- As part of the Income Generation Management team, you will play an active role in helping to develop shared initiatives and projects to continuously enhance teams performance and to maximise income and long-term supporter engagement and loyalty.
- Develop and lead in the delivery of an engagement and stewardship programme to grow and strengthen the community ambassador network
- Ensure all related fundraising policies, risk assessments and review documents, including processes and procedures are in place, and up to date

### Operational & Delivery

- Manage and develop a pro-active community and events fundraising team, setting clear target driven workplans with SMART objectives and KPIs, leading by example to ensure successful delivery of all set objectives and targets.
- Work closely with the NICHS Communications team to develop, market, and implement a range of new innovative activities and initiatives to maximise community and events income, ensuring cost effective methods & good ROIs.
- Regularly monitor, evaluate and report to the DOIG on all community- and events-related income streams, including ROI and baseline and growth reviews.
- Ensure effective, efficient use of the fundraising CRM by the Community and Events team, accurately recording and managing activity and pro-actively

relationship manage stakeholders, ensuring ongoing training and development to maximise the full use of the CRM and ensure GDPR compliance

- Work collaboratively across the wider income generation department to ensure overall targets are met, helping to promote and sell across all relevant income streams including - Corporates, Gift Aid, Events and regular giving and legacies.
- Ensure the Community and Events team is fully equipped with all information, collateral and training to successfully deliver their role and targets
- Work across the NICHHS wide team as and when required to ensure key messages, costed services and service information to support pitches, propositions, donor update reports and shared projects

### Engagement and Marketing

- Work closely with the Comms team to develop creative and inspiring fundraising products and materials to maximise income potential from community and events sources
- Work closely with the Communications team to effectively utilise all engagement channels and platforms to maximise all audiences, and develop links with local and regional media to support fundraising needs and maximise promotion and acknowledgement of community supporters across NI

### Other Duties

- Keep abreast of changes within the sector and adapt to keep the community fundraising programme relevant, engaging and prioritised based on maximising income at all times
- Pro-actively network, engage and build relationships across all relevant platforms and target audiences to develop and grow new opportunities and contacts
- To comply with all NICHHS policies, processes and procedures, ensuring delivery of a professional service that aspires to achieve the most significant impact.
- To contribute and collaborate proactively and positively with all NICHHS teams and staff to align with our values and culture and achieve our strategic plan, mission, and vision.
- To fully engage with our values and culture.
- To promote and practice a commitment to equality, diversity and inclusion.

# Person Specification

## Essential criteria

- Third level qualification or equivalent
- A minimum of 3 years' demonstrable experience in community and/or events fundraising, generating significant sums
- A minimum of 2 years' experience in successful strategic planning, including developing innovative strategies and delivering supporting plans to grow income.
- Excellent and confident presentation skills, including written and oral communication.
- Demonstrable experience of people management and of leading a team to deliver results.
- Excellent financial management skills including managing budgets, meeting financial targets and reporting and analysis
- Advanced skills in Microsoft Office
- Experience in using a CRM Database system
- Valid UK driving licence and use of a car

## Desirable criteria

- Demonstrable knowledge of the Third sector in NI
- Knowledge of the work of NICHS
- A clear desire and drive to work in the charity sector

**It is a requirement of the role that the post holder is prepared to travel as required and occasionally work outside of normal office hours.**



## SUMMARY OF TERMS AND CONDITIONS

**Annual Leave:** The post-holder will be entitled to 25 days annual leave. This is exclusive of 10 bank and public holidays. The annual leave year runs from 1 April to 31 March.

**Pension:** Organisation's contributory pension scheme (% employee Contribution will be matched by % employer contribution)

**Car Mileage:** The post-holder will be reimbursed for any business mileage under the Car Mileage Scheme.

**Health Scheme:** You will be eligible to join the health scheme provided by the organisation.

**Death in Service:** You will be eligible to join the death in service scheme provided by the organisation.

**References:** All offers of employment are subject to two satisfactory written references

### **All applicants will be required to produce:**

Evidence of relevant academic and professional qualifications

Evidence of relevant vehicle documentation

Successful applicants must evidence their right to work in the UK (under the Asylum and Immigration Act). This will be evidenced in the first instance by a passport or other forms of identification that will be outlined if no passport is available.

***This job description is not intended to be restrictive or definitive.***

***It is important to note that the responsibilities of the post may change to meet the requirements of the evolving services that the charity provides.***

**NICHS is an Equal Opportunities Employer**

# What we do for you - Our reward statement

---



Regular 121 Meetings      Annual Performance Review

**Competitive Salary**      **Employer Pension Scheme**      Access To Financial Adviser

Comprehensive Induction Training

**Paid Bank And Public Holidays**

Culture Of Recognition      **Job Share**      Additional Celebration Days

Pay Increases Linked To NJC – Cost Of Living      On The Job Learning

**Car Mileage Scheme**      **Toil & Managed Time**

Attendance At External Seminars And Conferences

**Generous Paid Annual Leave**      Enhanced Sick Pay      Part Time Work      **Study Leave**

Enhanced Parental Pay      Learning & Development Opportunities

Death In Service Plan      Occupational Health Service

**Bike To Work Scheme**      Strategy Away Days      **Access To Independent Counselling Service 24/7**

Continuing Professional Development      **Hybrid Working**

Marriage Leave      Compassionate & Bereavement Leave

**Long Service Awards**      Investors In People      Silver Accreditation

Family Friendly Leave      **Duvet Half Day/ Sunshine Half Day**      Incremental Increases To Annual Leave

Reasonable Time Off To Attend Appointments

**Access To A Free Health Check**      Domestic Distress Leave      Flexible Working Hours

Staff Health And Wellbeing Days      Staff Empowerment – Involvement In Decisions And Consultations

Staff Celebration Events      Return To Work Interviews

# How to apply

## PLEASE READ THE FOLLOWING INFORMATION CAREFULLY

1. Your application pack contains information about NICHHS, the job vacancy and the person required. You should read these carefully.
2. You must complete the application form fully and accurately. If there is insufficient space for your answer, continue on a separate sheet. If typing your application form, the boxes will expand as you type.
3. It is your responsibility to ensure that sufficient information is given on the application form to enable the shortlisting panel to assess your suitability for this post.
4. PLEASE SHOW CLEARLY IN SECTION 4 OF YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND DESIRABLE CRITERIA OUTLINED IN THE PERSON SPECIFICATION ENCLOSED.

THE SHORTLISTING PANEL WILL REFER TO THIS SECTION **ONLY** WHEN DECIDING WHETHER YOU HAVE PROVIDED SUFFICIENT EVIDENCE TO DEMONSTRATE THAT YOU MEET THE CRITERIA.

Please do not assume that because you have mentioned something in an earlier section of the form, that the panel will accept this as evidence that you meet the criteria. You must clearly describe in Section 4 the example you are relying on to demonstrate your skills and experience. Your application form will not be shortlisted if you do not describe the specific actions **you** took for each example you cite.

### 5. Mission and Vision of NICHHS

Employees of NICHHS must support its Mission and Vision



### 6. Applications, CV's and attached sheets:

- Applications will only be accepted on the official application form (enclosed)



- Attached CV's will not be considered, either in lieu of the application form or in conjunction with it.
  - Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.
7. It is the responsibility of the applicant to ensure an email or signed hard copy of the complete forms, together with the completed Equal Opportunities Monitoring Questionnaire, (please put in a separate envelope marked Monitoring Officer) is returned by Wednesday 26 March 2025.
  8. Application forms received after this time and date will not be accepted.
  9. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide Documentary evidence of their identity for verification and photocopying.

**Completed applications should be returned no later than 12 noon on Wednesday 26 March 2025.**

to:

Caoimhe Devlin  
Head of HR  
NI Chest Heart and Stroke  
21 Dublin Road  
Belfast  
BT2 7HB

Or [recruitment@nichs.org.uk](mailto:recruitment@nichs.org.uk)