



# Role Profile

**Role:** Fundraising Lead  
**Hours:** Approximately 4 hours a week but this will vary  
**Location:** Home and attending events in the Malvern area  
**Salary:** Volunteer Role

## Role Context

Heartstart Malvern is a small volunteer-led charity. Our aim is to improve the survival rate from people suffering an out of hospital cardiac arrest by providing free Cardio-Pulmonary Resuscitation (CPR) and defibrillator training, and by installing Public Access Defibrillators (PADs). Since its launch in 2017, Heartstart Malvern has provided training to over 5,000 people and has installed 33 Public Access Defibrillators.

The charity's general direction is overseen by 5 Trustees and the training is delivered by a team of 16 highly committed volunteer trainers. The charity will be 10 years old in 2027 and will be aiming to have trained over 10,000 people and to install its 50<sup>th</sup> PAD before the end of its tenth year.

Our income for our last operational year was less than £3,000. To achieve the ambitious goals set for 2027, we will need to increase our income to about £20,000 a year and will need to at least maintain this level of income going forward. Heartstart Malvern is now looking for Volunteer Fundraising Lead to help us achieve our ambitious goal.

The Fundraising Lead Role will be subject to satisfactory DBS clearance.

## Main Purpose of the Fundraising Lead

The Heartstart Malvern Fundraising lead will be responsible for supporting the charity's Trustees and volunteers to maximise income through a range of different sustainable income streams, to cover the charity's operational costs of approximately £20K per annum. It is likely that the Fundraising Lead will develop a small team of volunteers to support them with their role. We are not expecting the Fundraising Lead to undertake all of the roles and responsibilities listed in this profile in their first year and will support them to develop the necessary skills.

## Main Roles and Responsibilities

### *Income generation*

- Inspiring new supporters, including individuals, fundraising groups and local businesses, to raise money for Heartstart Malvern, while maintaining and developing relationships with existing supporters
- Planning and developing imaginative fundraising activities or events
- Developing and co-ordinating web-based fundraising including social media
- Preparing and contributing to bid writing for grant and trust applications
- Increasing income from gifts and legacies and in-memorial income

### *Administration and Planning*

- Preparing an annual fundraising plan to guide fundraising activities
- Preparing a short Fundraising Leads Report for bi-monthly Trustee Meetings and the Annual General Meeting
- Maintaining a record of organisations and donors who may be able to support Heartstart Malvern
- Acting as first point of contact for fundraising offers received through the website or by telephone
- Arranging for thank you letters to be sent to individuals or organisations who have made a donation

### *Corporate Fundraising*

- Supporting Trustees and trainers to develop, nurture and maintain relationships with local businesses
- Supporting Trustees to make direct approaches to potential corporate supporters
- Supporting corporate fundraising activities

### *Fundraising Volunteers*

- Recruiting, developing and supporting a small group of fundraising volunteers
- Planning fundraising activities with Heartstart Malvern Fundraising Volunteers
- Providing general support and supplies to volunteers

### *Social Media*

- Ensuring all internal and external fundraising activities are promoted on social media
- Ensuring that any donations received from external fundraising events are acknowledged on social media

### *General*

- Maintaining an awareness of Heartstart Malvern and its current activities and plans
- Maintaining own skills in skills in Cardio-Pulmonary Resuscitation and Defibrillation by attending an annual Heartstart Malvern training session.

### **Skills Needed**

- Enthusiasm and reliability
- Strong written and verbal skills
- Ability to develop and nurture relationships with local organisations and businesses
- Ability to plan and organise own work
- Confidence to lead a small team of volunteers

January 2024