Macmillan Cancer Support: Volunteer Role Description and skills profile

WE NEED YOUR HELP.

Role title: 'Macmillan Hampstead Heath Walk' Events Assistant, 12 weeks, February-April 2010

Why do you need me?

We are seeking an enthusiastic and committed person to join the London fundraising team to see our North London walking event through from beginning to end. You will gain hands on experience and training in running a regional fundraising event, marketing, media and PR, donor development and in working with volunteers.

Last year, this event saw over 200 people taking to Hampstead Heath and raised a fantastic £20,000 to help fund Macmillan's vital services. We are hoping it will raise even more money this year.

Each and every day in the UK another 820 people are diagnosed with cancer. We aim to be there to improve the lives of every one of them, their families and friends, and you can help us achieve this.

What activities will I be involved in?

- Playing an active role as part of the London Fundraising Team with the opportunity to engage in planning, strategy and donor development
- Providing the top quality donor care that Macmillan are renowned for by:
    - Contacting supporters (mostly by telephone) to ensure they have the information, advice, and materials they require
    - Encouraging and enabling increased support from donors
    - Working with supporters to identify those who have stories they would like to tell to raise the profile of Macmillan's services or the event
- Updating supporter records
- Securing local media coverage pre-event, on the day and post-event, writing press releases and arranging photocalls
- Ensuring the event is actively promoted across the local area, meeting planned deadlines
- Proactively identifying marketing opportunities and new potential supporters
- Recruiting and supervising other volunteers
- Liaising with local dignitaries' offices to arrange attendance on the day
- Attending the walk on the day to enjoy the results of your work (NB this will be Sunday 18 April 2010)

What skills and abilities will I need to have?

- Excellent organisational skills
- Excellent written and verbal communication skills
- Confident in building rapport with supporters on the telephone and face to face and in giving good donor/customer care
- Able to follow a task through to completion and attention to detail
- Able to use own initiative and work within specified guidelines, whilst being innovative
- Enjoy working as part of a team
- Well versed in Microsoft Office applications
- Enthusiastic for the cause and able to represent Macmillan Cancer Support
- Willing to follow Macmillan's policies, including health and safety, equal opportunities, confidentiality and financial guidelines.

What are the goals?

- To help Macmillan Cancer Support raise £30,000 from the Hampstead Heath Woodland Walk
- To ensure all supporters have a positive and memorable experience of the event, encouraging them to raise more and decreasing the non-attendance rate
- To develop an ongoing relationship between the supporters and the charity
- To raise awareness of Macmillan Cancer Support in the community so that we can reach everyone affected by cancer who needs our help

What are the benefits to me?

This is a fantastic opportunity for anyone who would like to move into fundraising within the charity sector. You will:

- Gain experience of a Macmillan fundraising event from start to finish
- Learn and develop new skills such as: press relations, events management, marketing, donor care, planning, strategy, working with databases, health & safety at work and time management
- Gain an insight into how Macmillan - a big, successful national charity - works and have access to our database of employment opportunities
- Enhance your CV and gain written references at the end of your placement
- Be part of a supportive, lively and fun team who will facilitate your development
- Get to talk to and meet inspiring Macmillan supporters and see how your work makes a real difference to peoples' lives

How much time should I offer?

- This is a 3-5 days a week role, during normal office hours, from the beginning of February to end of April 2010

Where will I be based?

- You will be based in our London, Hammersmith office

Will I need my own transport?

- Only to get to and from the Hammersmith office

Is there an induction and training?

- An information and induction pack will be provided to familiarise you with the work of the charity and the fundraising team
- There will be training to give you background to the event and equip you with skills you need for the role
- We will provide you with database training

What ongoing support/guidance will there be?

- You will be fully supported by your Fundraising Manager and the team
- You will have regular meetings with your Fundraising Manager and regular opportunities to give and receive feedback on your role

Will my expenses be paid?

- We will pay volunteers' "out-of-pocket" expenses within agreed guidelines which should cover your travel.

What's the next step?

For more details and an application form contact Richard Scott, 0208 222 9045, email hampsteadheathwalk@macmillan.org.uk