


<b>Job Title</b>	<b>F2F Fundraiser – Level 1</b>	 <b>Lifeboats</b>
<b>Grade</b>	<b>F2F1</b>	
<b>Directorate</b>	<b>Fundraising, Marketing and Media</b>	
<b>Job Code</b>	<b>JOB-000183</b>	

**My job saves lives at sea by...**

Generating income by recruiting new regular supporters.

**Team** Fundraising, Marketing and Media  
**Responsible to** F2F Senior Manager, F2F Area Manager, F2F Senior Fundraiser  
**Responsible for** N/A

**Job Overview**

To be an ambassador for the RNLI, engaging in conversations with the public to raise vital funds through regular support and membership. Having a positive attitude towards the role and giving important water safety messages to the general public, educating people at events, beaches, private sites and at RNLI assets.

**Key Responsibilities**

- Working towards a F2F team target to sign up new regular supporters / members through approaching and engaging in conversations and persuading the public in an appropriate manner as an RNLI representative
- Acting appropriately and working with other RNLI departments at large F2F events
- Motivate self and others to ensure relevant targets are met
- Ensure RNLI core messages and values are delivered professionally and accurately
- Capture supporter data accurately and comply with GDPR and Data Protection guidelines.
- Be responsible for hire vehicles and logging any damage to the appropriate RNLI staff member
- Ensure RNLI best practice and compliance with regulatory requirements, in line with standards and guidelines provided during training
- Promptly advise senior team members of any queries relating to fundraising opportunities, prize donations, high level donations or any relevant public enquiry, concern or complaint.
- To become involved in other ad hoc tasks as required.

RNLI Behaviours	Level required
RNLI values	One level only
Driving improvement	1
Achieving results	1
Working with people	1
Managing Self	1
Commercial awareness	1
Management	N/A
Leadership	N/A
Statutory Requirements	Level required
Health & Safety	1
Driving	1
Safeguarding	1

Job Specific Competencies	Level required
Fundraising	1

**Experience required**

Desirable - previous sales/customer service experience or previous public engagement role.

**Suitable for someone who**

Is positive, confident, determined, resilient, has very strong communication skills, naturally very outgoing and is a good team player. Also of a charitable disposition and therefore capable of becoming passionate about the RNLI and its need for charitable donors

**Version Number: 02**

**Date Job profile issued:** 22/01/2014

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