

## JOB DESCRIPTION

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|---------------------------|-------------------------------------|
| <b>Job Title</b>          | <b>Community Ambassador</b>         |
| <b>Reports to</b>         | <b>Community Engagement Partner</b> |
| <b>Salary spine point</b> | <b>19</b>                           |

### Job Summary

To be the face of Cornwall Hospice Care, building effective relationships with individuals, organisations and stakeholders throughout our Cornish communities; increasing awareness of our Charity and engaging the public to support our hospice cause. The aim is to raise essential funds to ensure that we can continue to provide vital end of life care and support to our patients and their families.

### Organisational responsibilities

**Values:** Our values underpin our purpose, and all employees are expected to ensure their behaviour and conduct is, always, in accordance with the values. Working together with a common goal and objective ensures we can continue to deliver the high-quality care our patients and their families have come to expect of us.

**Policies and procedures:** It is the responsibility of employees to ensure they are aware of and comply with the policies and procedures relevant to their job and employment. All employees must be familiar with and operate in accordance with confidentiality and safeguarding policies, at all times during their employment.

**Health, Safety and Wellbeing:** All employees are expected to conduct their work in a safe manner and with consideration to how others may be affected by their work activities. All activities must be in accordance with the Health & Safety Policy and guidelines.

**Ambassador:** We are all ambassadors for Cornwall Hospice Care and must ensure that whenever possible, we positively promote our purpose and values to the wider public.

## Key Responsibilities

### 1. **Community Engagement:**

- Act as the face of the charity at community events, engaging with attendees and volunteers to share Cornwall Hospice Care's purpose and work.
- Encourage individuals, groups, volunteers and businesses to participate in and support fundraising initiatives.

### 2. **Fundraising Support:**

- Support event sales, sponsorships, and donations by promoting community events through various channels.
- Collaborate with team members to ensure financial targets are met, share updates about current projects, share ideas and utilise any opportunities to support the wider fundraising team.
- Collaborate with the marketing team to promote community events and challenges through social media, email campaigns, and local networks

### 3. **Relationship Management:**

- Build and nurture relationships with donors, sponsors, event participants and our volunteers to ensure long-term engagement.
- Contribute to thank-you efforts, such as writing acknowledgment letters to donors and volunteers.
- Work positively throughout Cornwall Hospice Care as part of the Fundraising and Engagement team.

### 4. **Volunteer Coordination:**

- Assist in recruiting and training volunteers, ensuring that they are supported, motivated and informed about the charity's purpose, ambitions and values.
- Support our culture of appreciation and recognition for volunteers.

### 5. **Monitoring, Evaluation & Reporting:**

- Assist in evaluating the success of community events by gathering feedback and tracking outcomes.
- Ensure compliance with relevant fundraising regulations, ethical standards, and best practices.

## General

This job description is not exhaustive and may be amended as necessary. You may be asked to undertake other duties within the general level and scope of the post.

## Person Specification

### Essential

- Skills:
  - Exceptional interpersonal and communication skills with a compassionate and empathetic demeanour.
  - Ability to engage and educate diverse groups about Cornwall Hospice Care, our charitable status and funding needs.
  - Strong organizational skills and attention to detail with the ability to handle multiple tasks, prioritise and meet deadlines.
- Experience:
  - Clear understanding of KPI's, targets, budgeting and risk mitigation.
  - Working in local communities with a diverse range of people.
  - Supporting and working with volunteers.
- Personal Attributes:
  - Empathy and sensitivity, especially when interacting with individuals impacted by end-of-life care.
  - Proactive and self-motivated, with a collaborative approach to teamwork.
  - Awareness of Cornwall Hospice Care, our hospices and the palliative care sector, with a commitment to its values.

### Desirable

- Previous experience in fundraising, event development and management, community outreach, or customer-facing roles.
- Experience of working in the health, social care or hospice sectors
- Familiarity with fundraising and volunteer CRM systems (e.g., Assemble, Raiser's Edge).
- Membership of professional bodies such as the Chartered Institute of Fundraising.

### Other Requirements:

- Comfortable lifting light to moderate materials (e.g., event supplies or brochures).
- Availability to work flexible hours, including evenings and weekends, depending on event schedules.
- Professional appearance especially when representing the charity.
- Commitment to maintaining confidentiality and professionalism.
- Awareness of the constantly changing fundraising environment and able to identify new opportunities.
- Remain up to date with current trends and external issues that may affect the charity.