



Role Title:	VOLUNTEER FUNDRAISER
Department:	Swanage Railway Trust
Departmental Overview:	The Swanage Railway Trust and its trading arm, the Swanage Railway Company Ltd has an inspirational history during which it has overcome many challenges and achieved great successes through tenacity and perseverance. It currently operates with over 60 different volunteer roles all contributing to achieving its vision.
Reports to:	Chair: Swanage Railway Trust's Fundraising Group
Location:	The role can be home based with access to SR office facilities available if required.
Purpose of the role:	This role will help the Swanage Railway achieve its vision by raising capital funds, in line with its strategy, to fund major projects on the Railway in order to sustain its future.
What you'll be doing:	<p>These are the key activities that you'll be undertaking:</p> <ul style="list-style-type: none"> • Research and analysis of fundraising needs • Development of a clear appropriate fundraising strategy and targets • Development and delivery of fundraising activities to achieve the strategy • Effective communication with donors through a variety of media. • Recruiting, organising and inspiring volunteers for fundraising activities. • Liaison with Trustees, Directors and Managers • Supporting and facilitating volunteers in fundraising activities • Reporting to Swanage Railway's Fundraising Group • Supporting the organisation's vision and values and complying with the Swanage Railway Volunteer Commitment
What you'll need for the role:	<ul style="list-style-type: none"> • Ideally you'll be educated to degree level and/or hold a Institute of Fundraising Certificate / Diploma in Fundraising • Minimum 3 years' experience in a major fundraising or marketing environment in a similar sized or larger organisation • Experience of working with and managing volunteers • Strong interpersonal skills – able to build relationships, inspire and influence colleagues and donors. • Excellent communication skills: written and verbal • Management (and leadership) skills including the ability to work autonomously or as part of a team. • Budget management • Pragmatism • Knowledge or understanding of heritage sector

	<ul style="list-style-type: none"> • Own transport/willingness to travel. • Able to work flexibly to meet the demands of role • Sense of urgency • Willingness to support the Vision of the organisation and abide by the Swanage Railway Volunteer Commitment
What you'll get from the role:	<ul style="list-style-type: none"> • Play a key role in raising funds for a key heritage organisation in Dorset. • Putting your fundraising skills to good use for the community. • A personal sense of satisfaction. • Meet a new network of people. • Discounted Refreshments** • Free tea/coffee/water** • Discounts in SR Shop* • Discounted Rail Travel* <ul style="list-style-type: none"> ○ ** When in attendance at Swanage Railway. ○ *Subject to Membership of Swanage Railway Trust
The Training we'll provide:	<ul style="list-style-type: none"> • Induction Training.
Time commitment:	<ul style="list-style-type: none"> • The role is voluntary and is likely to require a substantial input of time flexibly, including being contactable on an ad hoc basis beyond normal office hours and potentially travelling. There will also be a need to attend the Trust's Council of Management Meetings, on occasions, (usually the afternoon of the third Saturday each month) and to attend a monthly evening meeting of the Trust's Fundraising Group.
Other requirements:	<ul style="list-style-type: none"> • The role may require travelling to meet potential donors; travel expenses will be - reimbursed.
Our vision	<ul style="list-style-type: none"> • To be a vibrant volunteer led heritage railway serving the community.
Our Volunteer Commitment	<p>Volunteers form an absolutely vital part of everything the Swanage Railway does. There are over 80 different roles that our volunteers fulfil; from driving a locomotive to serving refreshments, from selling goods in our shops to helping maintain our track, from maintaining our signalling equipment to timetabling, from managing our finances to keeping our rolling stock maintained, volunteers are at the heart.</p> <p>Our vision is to be the UK's leading heritage railway: we have an inspirational history during which we have overcome many challenges and achieved great successes through tenacity and perseverance. That spirit lives on today. We celebrate our Volunteers' commitment and dedication which form such a vital part of what we do now and will do in the future.</p> <p>We want all our volunteers to gain fulfilment and enjoyment from their role whilst helping us to achieve our vision, and so we have our Volunteer Commitment that sets out the mutual basis of the relationship between Swanage Railway and our volunteers:</p> <p>The Swanage Railway will ...</p> <ul style="list-style-type: none"> • Welcome you as a volunteer and provide appropriate opportunities to individuals who can help us achieve our purpose and vision. • Provide the right equipment and training for the task. • Give guidance and support in your volunteer role.

- | | |
|--|---|
| | <ul style="list-style-type: none">• Treat you and all other volunteers equally and fairly.• Ensure, so far as is reasonably practicable, you have a safe working environment.• Listen to any concerns if things are not going right.• Recognise that you are a volunteer giving your time to us whilst having other commitments. |
|--|---|

In return we ask you to ...

- Give us your time and commit to any training if needed for the role.
- Be professional and loyal to the organization.
- Be fair to those around you.
- Talk to your Manager/ Supervisor (volunteer or employee) first if things aren't going right.
- Comply with our business standards, including the need to maintain confidentiality in relation to all SR information and to comply with SR's security and safety procedures.



VOLUNTEER FUNDRAISER

Excellent volunteer fundraising opportunity

The Dorset based Swanage Railway Trust was formed in the 1970's when a group of passionate volunteers came together, united by the vision of preserving and promoting railway heritage.

Our vision is to be 'A vibrant volunteer led heritage railway serving the community'. We are working hard to achieve this through the operation of heritage rail services and our Museums at Corfe and Norden encompassing preservation, education, catering and retail services, a wide range of innovative customer events and professionally maintained infrastructure and rolling stock.

We are at an exciting stage in our history, having extended our heritage line from the scenic coastline of Swanage to Wareham and expanded our passenger service offering to reach and inspire even more visitors and customers. We are focussed on building on this success.

To help us move our plan to the next level we are looking for an energetic and talented Volunteer Fundraiser. Reporting to the Chairman of the Trust's Fundraising Group, you will be tasked with developing a robust fundraising strategy that supports our business aims to deliver it. To excel in this role you will need a fundraising background and demonstrable experience of personally delivering successful programmes of high value fundraising activities.

In return we will offer you the opportunity to help shape our future, work with some great people, learn about our heritage and take advantage of discounted railway travel and retail items from our shop. For further information on the role, see the Volunteer Role Profile or, on the organisation visit our websites: www.swanagerailwaytrust.org and www.swanagerailway.co.uk

If you'd like to play a key part in supporting the ongoing success of our unique heritage by helping us to effectively raise funds, we'd love to hear from you.

Please send us your CV along with a supporting letter (no more than 2 sides A4) telling us why you are the right person for this role and how you meet the criteria set out in the volunteer role profile.

Applications should be received either by email: recruitment@swanagerailway.co.uk or by hardcopy to **Recruitment, Swanage Railway, Station House, Station Approach, Swanage BH19 1HB** by **midday on Monday 5th February 2018**

Interviews are planned for w/c **Monday 19th February at Swanage**