



- ID: 1283** Fundraising Officer
- Service:** External Engagement
- Salary:** Grade 2 Point 16-19: £28,513 - £31,022 FTE including Inner London Weighting (28 hours per week = £21,577.41 - £23,476.11 per annum, pro rata)
- Location:** London Head Office, N1 - We typically work 2 days a week in the office. Our office space is wheelchair accessible.
- Hours:** Part-time (28 – 37 hours per week) or full-time (37 hours per week). We offer flexible working arrangements - please see below for more details.

**Contract type:** Permanent Contract

### **Family Action & the Role's Impact:**

At Family Action we support people through change, challenge or crisis. It's what we've done for over 150 years. We protect children, support young people and adults and offer direct, practical help to families and communities.

We see first-hand the power of family to shape lives, for better or worse, so we speak up for the importance of family in national and local policymaking, amplify family voices and represent the changing needs of families in the UK today.

As Fundraising Officer you will be supporting the Individual Giving Manager in the development of all engagement with individual supporters including individual giving (acquisition and engagement), digital fundraising, in memoriam, legacy and major donors. This position will be pivotal in writing and disseminating donor communications and will help co-ordinating email marketing.

The role will be closely supported by the Individual Giving Manager, and training and coaching can be provided to enable you to take on the responsibilities of the role.

### **Main Responsibilities:**

- Supporting Individual Giving Manager in the development of all engagement with individual supporters including individual giving (acquisition and engagement), digital fundraising, in memoriam, legacy and major donors.
- Maintaining accurate records on the CRM database, including data entry, finance reconciliation work
- Supporting in the writing and disseminating donor communications, including appeals, e-newsletters, and relevant website fundraising pages.
- Help co-ordinating email marketing, and actively participating in planning email campaigns.



- Supporting the development and implementation of digital campaigns to acquire new donors, including social media activity, email activity and website conversion pages.
- Using the CRM to analyse and report on campaign performance.
- Providing the team with wider administrative support as required.

**Main Requirements (for details check the job description and person specification):**

- Strong digital skills; the ability to learn and feel comfortable with new systems including digital marketing tools and social media management tools. The post holder will work across many systems including Salesforce, Pardot, Google Analytics and Meta Ad Manager.
- Accurate administration and strong organisational skills and an attention to detail, including IT (Microsoft Office, Google documents etc).
- Solid understanding of delivering excellent customer service (internally and externally).
- Excellent attention to detail, ensuring accuracy when reviewing, amending and analysing data
- Experience of working in a team and managing work in pressurised situations without sacrificing quality of work, attention to detail or courtesy. The ability to organise workload and meet competing priorities.
- Strong interpersonal skills; proactive, positive and creative attitude to problem solving.
- Ability to work very occasionally outside of office hours and with occasional country-wide travel.

**Benefits:**

- an annual paid leave entitlement that commences at 25 working days, rising each April by one day, subject to a maximum of 30 working days plus bank holidays / of 30 working days plus bank holidays
- up to 6% matched-pension contributions
- flexible working arrangements and new starters have the right to make flexible working requests from day one of employment
- enhanced paid sick leave and paid family leave provisions
- eye care and winter flu jabs vouchers
- cycle to work scheme
- investing in your professional development with ongoing quality training and career development opportunities

We are forward looking, ambitious and committed to continuous improvement. We are a people focused, can-do organisation, which strives for excellence in all we do and operates with mutual respect.



### To Apply:

- **Complete:** the [Application Form](#) and send to: [completed.application25@family-action.org.uk](mailto:completed.application25@family-action.org.uk)
- **Closing Date:** Sunday 8<sup>th</sup> September 2024, 11pm
- **To learn more about Family Action:** [Recruitment Pack](#)
- **To learn more about our terms & conditions:** [Summary Terms & Conditions of Employment](#)
- **To help us fulfil our commitment to diversity and promoting equal opportunities:** complete our anonymous [Equality & Diversity Monitoring Information survey](#)

For direct queries or if you would like to discuss any aspect of the selection process or flexible working requests, please email: [anthony.grant@family-action.org.uk](mailto:anthony.grant@family-action.org.uk)

### **Our commitment to Equality, Diversity & Inclusion:**

We are happy to consider any reasonable adjustments that candidates may need during the recruitment process

applicants who meet the minimum criteria for the role, and will reimburse your travel cost if you attend an interview.

\*Ordinarily Family Action appoints new starters at the starting point of the salary scale (with subsequent annual pay progression), unless you have experience that would justify appointment further up the salary scale or there are any other exceptional reasons.