



JOB DESCRIPTION & PERSON SPECIFICATION

Job title: Fundraising Officer

Service: External Engagement

Salary: Grade 2 Point 16-19

Hours: 28-37 hours per week, part-time or full-time

Location: Hybrid, (2 days per week should be worked at our London Head Office, NT)

Responsible to: Individual Giving Manager

Job Summary:

The External Engagement Team are responsible for developing our programme of Individual Giving; the ideal post holder will enjoy supporting the growth of Individual Giving as a source of income for Family Action. You will also be involved in our work with major donors, legacies and in memoriam giving. There is a real opportunity to help shape Individual Giving for the organisation, and develop strong digital fundraising skills.

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. Therefore, while fundraising and marketing experience is advantageous, for the right candidate we would consider someone with less experience. The salary will be dependent on experience.

Key Tasks & Responsibilities:

1. 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.
2. Maintaining accurate records on the CRM database, including data entry, finance reconciliation work
3. Supporting in the writing and disseminating donor communications, including appeals, e-newsletters, and relevant website fundraising pages.
4. Help co-ordinating email marketing, and actively participating in planning email campaigns.
5. Supporting the development and implementation of digital campaigns to acquire new donors, including social media activity, email activity and website conversion pages.
6. Using the CRM to analyse and report on campaign performance.



7. Providing the team with wider administrative support as required.
8. Maintaining accurate Gift Aid records and supporting on Gift Aid Claims as needed.
9. Placing donor care as paramount, providing excellent customer service and communication
10. Participate, engage in and support organisational meetings and internal and external events as required.
11. Flexibility to support the External Engagement Team and organisation more widely when required.
12. Ensure you have an understanding (appropriate to your role) of, and comply with Family Action's procedures for, promoting and safeguarding the welfare of children and vulnerable adults.
13. Comply with Family Action's Diversity & Equality Policy and Ethical Policy in every aspect of work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
14. Comply with Family Action's Health and Safety Policy, Data Protection Policy and protect your own and others' health, safety and welfare.
15. Work flexibly as may be required by the needs of the service and carry out any other reasonable duties as required.

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PERSON SPECIFICATION

1. 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.
2. Accurate administration and strong organisational skills and an attention to detail, including IT (Microsoft Office, Google documents etc).
3. Have an understanding of CRM systems or databases. Family Action uses Salesforce for which training will be provided.
4. Solid understanding of delivering excellent customer service (internally and externally).
5. Excellent attention to detail, ensuring accuracy when reviewing, amending and analysing data
6. 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.
7. Strong interpersonal skills; proactive, positive and creative attitude to problem solving.
8. Ability to work very occasionally outside of office hours and with occasional country-wide travel.
9. A commitment to equal opportunities and diversity and equality.
10. Respect and reflect Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by being people focused, having a can do attitude, delivering excellence in our work and promoting mutual respect internally and externally.