



JOB DESCRIPTION & PERSON SPECIFICATION

Job title: Toy Appeal Campaign Assistant

Service : External Engagement

Salary: Grade 1 Point 10

Responsible to: Corporate Partnerships Manager

Job Summary:

Do you want to bring joy to thousands of children this Christmas? Do you love all things Christmassy? Join our passionate team and make a real difference to the lives of disadvantaged children and families with our Christmas Toy Appeal.

Family Action is looking for an enthusiastic and organised Toy Appeal Campaign Assistant to play a vital role in our annual campaign to deliver over 10,000 toys and gifts to disadvantaged children. This is a fantastic opportunity to launch your career in the charity sector, working alongside experienced staff (both in-person and virtually) from our fundraising and marketing teams, gaining valuable skills and contributing directly to a heartwarming cause.

The Toy Appeal Campaign Assistant plays a vital role in helping to coordinate Family Action's Christmas Toy Appeal campaign:

- You will liaise with companies, groups, our services and partner charities to ensure the timely delivery of over 10,000 toys and gifts to disadvantaged children and young people
- You will be the first point of contact for the Toy Appeal, responding to enquires from companies wishing to take part in the appeal, and internal colleagues receiving gifts.

Key Tasks & Responsibilities

1. Acting as a first point of contact for the Toy Appeal, responding in a timely and professional manner to company enquiries, as well as internal enquiries from service colleagues receiving gifts.
2. Matching gift requests with pledges from donors and preparing information on gift requests.
3. Managing data across multiple platforms/sources (including our CRM database, Salesforce, and Microsoft documents). Maintaining a live list of all gift requests from Family Action services/projects, and all gift pledges from companies, updating as matches are made and requests are filled.
4. Building positive relationships with corporate donors through written and verbal communications, including email, telephone and Teams meetings/in-person visits where appropriate.
5. Co-ordinating deliveries of gifts from donors to local services/projects, ensuring needs and requirements of both parties are met.
6. Accurately creating and maintaining donor and donation records on Family Action's Salesforce based CRM system.



7. Assisting the Corporate Partnerships Manager and Fundraising Officer with donation processing and administration.
8. Stewarding Toy Appeal companies who have pledged to fundraise, encouraging the use of fundraising platforms such as JustGiving, providing fundraising materials, sharing impact stories and getting out and about to partner events.
9. Researching to find suppliers for any gifts that need to be purchased using donated funds.
10. Supporting the Marketing and Communications team and cross-team communication by providing regular information and updates about the appeal
11. Delivering a comprehensive evaluation and washup of the campaign post-delivery, including insights and learnings.
12. Embrace and implement Family Action's Equality & Diversity Policy in every aspect of your work and positively promote its principles amongst colleagues, service users and other members of the community.
13. Comply with Family Action's Health and Safety and Data Protection policies and protect your own and others' health, safety and welfare.
14. Work flexibly as may be required by the needs of the department/directorate and carry out any other reasonable duties as required.

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PERSON SPECIFICATION

Requirements		Essential	Desirable
Education, Qualifications & Background			
1	Passion, enthusiasm and a love for all things Christmassy!	✓	
2	Strong interest in charity and purpose-led work and a team player	✓	
Experience			
3	Working in an office environment		✓
4	Leading on a piece of work/project and keeping relevant individuals/parties up to date on progress and developments	✓	
5	Using Microsoft Suite (Excel, Powerpoint and Word), and able to manage data across multiple sources/platforms	✓	
6	Coordinating fundraising or donations campaigns		✓
7	Using a CRM (Customer Relationship Management) system or database		✓
Knowledge & Skills			
8	Ability to multi-task, work to deadlines and under pressure – we have a tight window to coordinate thousands of presents!	✓	
9	Highly organised – we’re looking for someone who can handle a big excel spreadsheet and is confident with organising logistics.	✓	
10	Excellent verbal and written communication skills – you’ll be the main contact for companies and Family Action services for the Appeal so will need to communicate confidently by phone, email and in internal/external Teams meetings.	✓	
11	Creativity and eye for detail – able to write engaging emails and fundraising copy, and create some fun assets for the campaign.	✓	
12	Able to work independently, use initiative, and solve problems if/when they arise. Matching all companies and services can sometimes be a challenge!	✓	
Values & Compliance			
13.	Able to evidence Family Action’s values at all times, which underpin our mission of ‘building stronger families’ by: <ul style="list-style-type: none"> • Being people focused • Reflecting a ‘can do’ approach • Striving for excellence in everything we do • Having mutual respect for everyone we work with, work for and support through our services 	✓	
14	Be committed to equal opportunities and uphold and comply with Family Action’s Equality, Diversity & Inclusion policy in all aspects of your work, promoting its principles amongst colleagues, service users and other members of the community.	✓	
15	Able to 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.	✓	
16	Comply with Family Action’s Health and Safety and Data Protection policies and protect your own and others’ health, safety and welfare.	✓	