

Job Description



Fundraising and Digital Communications Officer

Post Title	Fundraising and Digital Communications Officer It is an occupational requirement that applications are open to women only, as permitted and defined under Schedule 9 Part 1 of the Equality Act 2010 and appropriate guidance.
Responsible to	Fundraising and Communications Manager
Location	Nottingham Women's Centre 30 Chaucer Street, Nottingham, NG1 5LP Flexible Hybrid working available
Hours	Full time – 37 hours / week
Salary	£29,909 - £32,838 per annum
Contract	Permanent
Closing date	Tuesday 30 June 2026; all candidates will be informed of shortlisting outcomes by 6 July
Interview date	Week commencing 20 July onwards, with flexibility

About us

Nottingham Women's Centre is a women's community and services space dedicated to helping women to overcome barriers, have their voices heard and seek solutions that create a better future for themselves. We do this by offering a network of services that include counselling, advice and guidance, courses, health and wellbeing activities, volunteering, focused campaigning and activism.

General Description

We are seeking an experienced and motivated Fundraising and Digital Communications Officer to lead on developing and operating Nottingham Women's Centre's digital communications and fundraising campaigns, ensuring effective digital marketing and PR in support of fundraising, the organisation, and its services. This includes responsibility for managing email communications with supporters and using data insights to increase its effectiveness.

Key Responsibilities

The Fundraising and Digital Communications Officer will work to increase the visibility and understanding of the organisation and its work. Maximise income generated through digital products, platforms, and services, and thereby make a significant contribution to achieving fundraising income targets. Collaborate with and support the Marketing and Communications officer(s) with wider Centre activity and engagement communications as required.

The list below highlights the main responsibilities of the role, but it's not exhaustive. You may be asked to take on other tasks and contribute to the Centre as part of this role, where appropriate.

Digital Fundraising

- Work alongside the Fundraising and Communications Manager to deliver the onboarding and ongoing development of a new CRM system and fundraising platform
- Grow NWC's digital networks and audiences to increase subscribers and ultimately donations
- Increase awareness of NWC and its services through digital engagement and developing relationships with influencers
- Manage, build, segment, and deliver NWC's supporter email marketing
- In conjunction with the Marketing and Communications Officer(s) manage NWC's social media presence and email marketing activity, aligned across fundraising, services and activities and campaigns
- Ensure advertising tools effectively support fundraising campaigns
- Manage the relationships with established partners and external agencies and identify new digital opportunities
- Keep abreast of competitor activity and up to date with the latest developments in the sector and wider digital marketplace and apply these insights to the development of NWC's digital presence
- Develop and manage associated creative requirements in conjunction with the Marketing and Communications Officer(s) to ensure that the content of all projects and campaigns is in line with organisational and campaign brand guidelines
- To work with the Fundraising and Communications Manager to coordinate the presentation of fundraising campaigns on the NWC website
- Improve the donor experience and streamline the donor journey.

Wider Fundraising and Organisational Contribution

- Contribute to the overall fundraising strategy
- Work alongside and support consultants brought in to help deliver large-scale fundraising projects
- Support ethical, inclusive and values-led fundraising.

Why work for us?

At Nottingham Women's Centre, you'll be part of a passionate, feminist organisation where women are at the heart of everything we do. Our Fundraising and Communications team plays a vital role in supporting the staff and volunteers who deliver life-changing services every day and creating opportunity for growth and increased impact.

We believe that everyone's voice matters. We are open to new ideas, suggestions and ways of working, and we encourage colleagues to contribute to shaping how we grow and improve as an organisation.

Beyond your day-to-day role, you'll have opportunities to get involved in events, policy campaigns and wider organisational activities, giving you the chance to feel even more connected to the community we

serve and the impact of our work. Whether it's supporting key events, contributing to discussions about how we evolve, or collaborating across teams, you'll be part of a supportive and committed community.

We offer a flexible, reflective and values-led working environment where collaboration, wellbeing and continuous improvement are genuinely encouraged.

We believe that people do their best work when they feel trusted, supported, and valued. As part of our team, you'll enjoy:

Generous Pro Rata Leave Entitlement

We offer 25 days of annual leave, plus bank holidays, as well as an additional 3–4 concessionary shutdown days over the Christmas period - giving you plenty of time to rest and recharge.

A Truly Flexible Working Culture

We don't believe in clock-watching or tying you to your desk from 9am to 5pm. Instead, we treat you like the adult professional you are. We trust you to deliver your role to the best of your ability, and we support you to work in a way that helps you thrive.

Hybrid Working

Depending on the role and department, hybrid working arrangements are available, helping you balance work and life in a way that suits you.

Commitment to Wellbeing

Your wellbeing matters to us. Our Employee Assistance Programme offers confidential support whenever you need it, and we're committed to creating a positive, healthy environment where colleagues feel cared for and connected.

Notes

- If you have any questions or would like an informal conversation about the role, we would be happy to hear from you.
- As part of our anti-racism work, we aim for 50% of shortlisted candidates to be from an ethnic minority. This positive action is being taken to further diversify our team. All shortlisted candidates must meet the essential minimum criteria which are marked with a * on the person specification.
- This post is subject to completion of a 3-month probationary period.
- This role requires an Enhanced DBS check. We welcome applications from people with lived experience, including experience of the criminal justice system. A criminal record will not automatically prevent you from being appointed. Any disclosures will be considered fairly and in line with our safeguarding responsibilities and the nature of the role. The successful candidate will either need to disclose a current Enhanced DBS certificate or be willing to undertake a check as part of the recruitment process.

Person Specification

Qualifications

Essential	Desirable	Assessed by		
		Application	Interview	Test
Demonstrable ability to work at graduate level across role responsibilities	Educated to degree level or equivalent professional/technical qualification	✓		✓

Skills & Experience

Essential	Desirable	Assessed by		
		Application	Interview	Test
Demonstrable experience of using digital marketing techniques such as email, online and social media editorial and advertising, and search marketing effectively		✓	✓	✓
A confident digital marketer with the ability to build complex integrated campaigns and respond to emerging needs quickly	Experience of running digital campaigns, including the use of advertising	✓	✓	
A proven track record of using customer or supporter databases to target campaigns, and an understanding of using segmentation to minimise costs and maximise income	Knowledge of data protection and self-regulatory codes of practice in relation to digital communications and marketing activities to ensure compliance with GDPR and other codes of practice	✓	✓	
Experience of analysing results across digital channels and reporting back to key stakeholders		✓	✓	
Proven track record of working with CMS, Google Analytics, email marketing, social media management software and other relevant tools		✓	✓	
A good and empathetic understanding of equality and diversity and a willingness and ability to work with people from a wide variety of backgrounds	Experience in the women's or social justice sector	✓	✓	