

Fundraising Group Moderator - Freelance

Job Title: Fundraising Group Moderator

Responsible to: Head of Virtual Events

Contract: Self-employed, must be able to commit to a minimum of 10 weeks

Days: 3-6 per week (must be available to work at least 1 weekend day)

Hours: 3-8 per day (spread across 9am-9pm). Please note that in month one you will likely do fewer hours (approx 3 per day) whilst you get used to the role. This will likely increase from month two onwards

Hourly Rate: £20

Based: Remote – must have access to own laptop and WiFi

Interviews: Planned for w/c 12th August

Start date: Training to take place w/c 19th August, to start w/c 2nd September

Previous applicants need not apply

Background

Social AF are experts in Social Media Moderation. Established in 2021, we work with some of the biggest names in the third sector and have supported charities to raise over £15 million through their Facebook Challenges and Virtual events.

We are a fast-growing agency with a strong reputation for delivering outstanding results. Our team of experienced fundraisers know exactly what it's like to be on the front line and put their heart and soul into every event.

On a day to day basis, our team maintains a safe and welcoming environment and ensures all challenge participants feel valued and well supported. Our reputation for delivering an excellent service has helped our agency grow at a rapid pace and we are fast approaching our busiest period. We are now on the lookout for talented fundraisers who understand the value of supporter care to join our team.

About the role

Our Moderators manage Facebook groups of up to 18,000 virtual challenge participants. You will be working with some of the biggest names in the sector, supporting them to raise five and six figure sums.

This role is perfect for skilled fundraisers who can provide excellent supporter care, and is best suited as an additional source of income (the majority of our team are freelancers and consultants). You must be able to begin moderation at 9am (or earlier), wrap up by 9pm and adhere to our sub-three hour response time.

As a Fundraising Group Moderator, you would be responsible for:

- Becoming the voice of the cause you are representing, adhering to their brand guidelines at all times

- Identifying, escalating and signposting any safeguarding issues
- Managing your own time and work on own initiative
- Responding to all post and queries in under three hours
- Maximising registration conversions and fundraiser activation
- Providing fundraising support to challenge participants
- Ensuring that the group is a safe, constructive and positive environment
- Going above and beyond at all times to provide participants with an incredible experience

Our moderation takes place between 9am and 9pm, Monday-Sunday. Different challenges have different requirements and whilst you need to be on hand to monitor the group during 9am-9pm, the role does allow for a great deal of personal flexibility.

Here are two examples of how different moderators manage a group of 6,000 participants with four hours of moderation across the day.

Moderator A (chooses to begin work earlier to accommodate school run)	Moderator B
7-7:30 – responds to all content and back log of queries	9-9:45 – responds to all content and back log of queries
9:00 – 9:30 – responds to queries	11:30 – 12 – responds to new queries updates group and welcomes new members
11:30 – 12 – responds to new queries updates group and welcomes new members	
1:30 – 14:00 – responds to new queries	1:30 – 14:00 – responds to new queries
16:00 – 16:45 – responds to new queries and schedules daily content	16:00 – 17:00 – responds to new queries and schedules daily content
18:30 – 19:15 – ensures daily content has gone on, responds to queries and replies	18:30 – 19:15 – ensures daily content has gone on, responds to queries and replies
20:30 – 21:00 – responds to all queries and update reporting sheet	20:30 – 21:00 – responds to all queries and update reporting sheet

The ideal candidate will have a minimum of 3 years' professional fundraising experience. They will understand the importance of stewarding relationships and be committed to always acting in the best possible way for the charities we work so hard to support.

Full training will be provided alongside regular one to one and team catch ups. Here's what some of our moderators say about working at Social AF:

“The best of both worlds - the flexibility and independence you get from working remotely, and the security and support of a friendly, dedicated team. All working together to engage and motivate thousands of fundraisers acting for some of the biggest charity brands in the game!” Laura

“The role itself is super enjoyable - it’s wonderful chatting to challenge participants and hearing why they’re supporting a particular charity. The best thing though about Social AF is the team. Everyone is so helpful and friendly which is an added bonus!” Georgia

“Working with Social AF has been so rewarding - I’ve been able to work with some amazing national charity partners. The team are so friendly and the flexibility of this role has been really beneficial to me, my family and my work-life balance” Sarah

On a day to day basis you will:

- Work off your own initiative and have exceptional time management
- Be the charity representative for the event
- Maintain a safe and positive environment
- Identify and solve/diffuse issues within the groups
- Bring your own personality to the role
- Follow clear processes
- Engage with participants using a warm, friendly and informal tone
- Respond to posts and questions in a timely manner
- Respond to inbox messages from participants
- Use personal Facebook profile to moderate groups (this allows us to build relationships with participants)
- Encourage and motivate participants
- Work on GivePanel to manage registrations
- Post engaging content on a daily basis
- Identify, report and signpost all safeguarding concerns

Person Specification

Essential

- At least three years’ professional fundraising experience
- Be available for between 3 and 6 days per week (including one weekend day)
- Excellent written communication skills
- Ability to work off own initiative
- Strong attention to detail
- Team player
- Ability to multitask
- Problem solver
- Creative and innovative
- Exceptional time management skills
- Keen to learn new skills - your fundraising experience is a fantastic platform however group moderation can be a steep learning curve!
- Must be available to quickly adapt throughout the day should issues on the group arise

Desirable:

- Events and individual giving experience

- An understanding of the Facebook Challenge Model or experience of running Facebook Challenges
- Experience in using GivePanel or similar platform
- Experience in managing Facebook Groups

How to apply:

Please read the full job description, including our example of how hours are split across the 9am-9pm time period, prior to application. Applicants that do not meet our essential criteria or answer the requested questions as part of their covering statement will not be considered for an interview.

- What aspects of your fundraising experience, as well as your own personality, would lend itself to the role? (150 words or less)
- Share an example of your own stewardship that created an outstanding supporter experience (200 words or less)
- How many days per week and hours per day would you be able to commit to?
- Relay our moderation start and finish time, along with our agreed response times
- Are you happy to commit to one weekend day per week, as and when required?

Social AF are committed to equal opportunities and encourage applications from all groups of people without regard to age, colour, national origin, race, religion, gender, sex, sexual orientation, gender identity and/or expression, marital status, or any other legally protected characteristic.