



ABCD Fundraising and Communications Officer Job Advert

Action Around Bethlehem Children with Disability ('ABCD') is a small but well-established charity. We are passionate about improving the lives of children with disabilities across Palestine regardless of faith, race or gender.

We are recruiting for the brand new role of Fundraising and Communications Officer. This is an important and exciting point in ABCD's development, when we seek to develop our profile and supporter base, particularly among younger people in the UK. Over recent years we have been gradually extending the scope of our work in the refugee camps in the West Bank. As we grow, and the demand for our services grows, so have our ambitions to raise much needed funds.

We are looking for a creative and ambitious UK-based person who can effectively convey the life-changing impact of our work, raise the profile of the charity and motivate our growing supporter base to both donate and raise funds for the disadvantaged. You yourself will have the opportunity to grow in the role, as the role itself evolves and the needs of the charity expand over time.

The closing date for applications is midnight on the 17th of February. We expect to interview shortlisted candidates online during the week commencing the 24th of February.

Applicants are invited to submit a current CV with a covering letter, outlining their suitability for the post, via the CharityJob 'Quick Apply' button. If you would like to find out more about the role, or to discuss your application in further detail with a member of the board, then please email recruitment@abcdbethlehem.org.

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| Job Title | Fundraising and Communications Officer |
| Reports to | Board of trustees |
| Salary | £28,000 - £32,000 annual pro rata |
| Pension | 5% employer contribution |
| Contract | Part-time, 12 months initially |
| Hours | Flexible but average of 2 days a week, 0.4 FTE |
| Annual leave | 10 days pro rata in addition to UK public holidays |
| Location | Remote working in UK (high-speed Internet essential) with occasional travel to meetings and events |
| Probation | 3 months |



About us

Founded in 1986, ABCD is dedicated to supporting the provision of holistic rehabilitation for children with disabilities across Palestine, primarily through partners in the West Bank: the Bethlehem Arab Society for Rehabilitation (BASR) based in Beit Jala, The Sheepfold in Beit Sahour and the UNWRA Refugee Camps in Jalazone, Nour Shams, Al Arroub, Deir Ammar, Ein Beit al-Ma' and Al-Am'ari.

Holistic rehabilitation involves the provision of comprehensive individual strategies to address the needs of children with disabilities to achieve quality of life that is free, as far as possible, from medical complication. It includes elements of physiotherapy; occupational therapy; medical intervention; nursing care; social work; psychological, emotional and family support; education; and play therapy.

ABCD achieves this by raising money to fund specific projects and outreach programmes that are planned in consultation with and implemented through its partners in Palestine. ABCD is an incorporated, UK-registered charity (Charity Number 1097623, Company Number 04383155).

Job Description

Key responsibilities

General

- Build and maintain strong relationships with key stakeholders, including trustees and donors
- Develop, manage and report on KPIs and analytics across fund-raising, marketing and communications
- Comply with all relevant ABCD policies and procedures
- Undertake any other duties as may from time to time be required

Fund-raising

- Create and manage fundraising campaigns across multiple channels with an emphasis on growing our supporter base and increasing both individual and corporate giving
- Focus in particular on our digital channels, communicate our achievements and needs with a view to influencing ABCD's supporters to make donations and engage in fund-raising initiatives
- Support the donor journey and assure their experience of ABCD, thereby encouraging a high level of retention and repeat donations
- Support fund-raising events
- Act as the organisational lead for ABCD's CRM (Donorfy) and utilise it to improve the donor journey



Communications

- Act as the primary point of contact for ABCD’s digital channels i.e. website, public email and social media channels
- Develop communications content that will engage our existing supporters and donors and inspire new ones, including news articles and press releases
- Manage ABCD’s social media, creating original and engaging content, and actively engaging with our audiences
- Field media enquiries and proactively pitch stories to relevant media outlets
- Manage ABCD's email marketing communications
- Maintain and develop the ABCD website
- Co-ordinate regular newsletters and the Annual Report
- Keep up to date with emerging trends in digital communications and social media, and recommend potential new channels for fund-raising and audience engagement
- Support ABCD branding in line with the charity's marketing strategy
- Contribute to the development of the charity's overall communications strategy

Person Specification

| Category | Essential | Desirable |
|-----------|--|--|
| Knowledge | Educated to degree level or equivalent experience | Relevant degree e.g. English, media, journalism |
| | High standard of English both written and spoken | Charity sector |
| | Proficiency with Microsoft Office | International development and overseas aid |
| | Websites and content management systems (CMS) | Understanding of challenges facing people with disabilities |
| | Fund-raising software (CRMs) and the donor journey | KPIs and analytics |
| | Email marketing systems | Understanding of organisational branding |
| | | Wordpress CMS Donorfy CRM Mailchimp Google Analytics Google Ad Grants Data protection |



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| Experience | <p>Managing fund-raising campaigns across multiple channels</p> <p>Writing and publishing digital content for multiple channels incl. web and social media</p> <p>Working on own initiative</p> <p>Working to tight deadlines</p> <p>Collaboration with a team to achieve corporate goals</p> | <p>Working in the charity sector Working in the healthcare sector</p> <p>Producing information for diverse audiences</p> <p>Media management including press releases</p> <p>Print publishing</p> <p>Track record of innovation</p> |
| Skills | <p>Written and oral communication skills Editing and proofing skills Attention to detail</p> <p>Organisational skills Stakeholder management</p> <p>Interpersonal and communication skills, able to build and maintain positive relationships with diverse stakeholders</p> | |
| Personal attributes | <p>Enthusiasm for ABCD's work and a commitment to its vision, mission and values</p> <p>Enthusiastic and positive attitude to work</p> <p>Willingness to learn new skills and support colleagues as needed</p> | |