



Dream Big  
Go for It.

PEACE

God's time

Light in  
the  
Tunnel

It's never  
too late.

Faithful

True Love

EMPATHY

Self esteem

Fundraising and  
Communications Officer:  
Supporter Care

## Who are we?

Orchards is a Christian charity with a vision to see women free from sexual exploitation and empowered for flourishing, independent lives. We build trusting relationships with each woman and enable her to access support for lasting recovery through our main areas:

- transitional safe housing
- specialist trauma counselling
- tailored life and work skills mentoring
- the offer of local church life for community, care, and exploring faith for herself if she chooses.

We are in an exciting time of growth as we continue to operate across three sites: South London, East London and East Sussex and prepare to open our fourth safe property. We have an opportunity for someone to join our team and manage our Communications and 'Supporter-Care' aspects of fundraising as we prepare to reach more women over the coming years.

We have a Genuine Occupational Requirement that our staff members hold a Christian faith (see below for further details). You should be comfortable bringing faith conversations and prayer into your work as appropriate, as well as participating in times of prayer with the wider Orchards team. We request that all staff commit to and uphold our ethos.

Orchards is run by women for women and is therefore restricted to female applicants under the Equality Act 2010, Schedule 9, Part 1.

## Growing our income generation

We are currently recruiting for two roles in our fundraising team. Our other role is a Grants and Trusts Manager and is focused on grants and trusts fundraising. Both of these roles are part time. We have written them separately as we believe that typically these are two different skill sets within the fundraising space.

However, if you believe that you have strength in both areas, we'd love to hear from you. We are very open to discussing combining the roles into one full time role. A combined role would involve hybrid working including travel to our London and Brighton sites and candidates would need to be comfortable in having a broad generalist role. Both skill sets would be tested at interview. If you would like to be considered for the combined role, please specify this in your cover letter.

More homeworking options are available for the Grants and Trusts role than for the Communications and Fundraising role.

## Purpose of the role

Orchards are looking for a creative thinker who can help us tell our story and get others passionate about the work we do through relationship management. If you are an exceptional communicator, with an ability to build and nurture relationships with supporters and fundraising volunteers, are enthusiastic about church-led social action, passionate about tackling sexual exploitation, and have a willingness to roll up your sleeves and get stuck in, we would love to hear from you.

The ideal candidate would be a fundraising and communications all-rounder, with an understanding of how strong communications can support effective fundraising.

Our work is growing quickly, so it's an exciting time to join our small but brilliant team. You will be working with our Co-Directors very closely, sharing ideas, reviewing strategy and developing and delivering new ideas and initiatives.

The purpose of this new role is to:

- Increase our regular giving supporter base
- Grow our community fundraising by developing and coordinating a team of voluntary 'Fundraising Ambassadors'
- Build effective partnerships through our external communications with churches and church networks, across the three hubs in London and East Sussex.

**Main responsibilities:**

<p><b>Fundraising</b></p> <ul style="list-style-type: none"><li>● Support our donor engagement journey to attract new regular donors, by looking after our supporters; managing all emails and phone calls with supporters and nurture relationships with existing individual donors, thanking promptly and communicating impact</li><li>● Support the introduction and ongoing maintenance of a donor CRM system and Mailchimp audience, through inputting supporter data and keeping the system up to date</li><li>● Maintain updated gift aid records through liaising with donors and updating on our finance system, 'Expense Plus'</li><li>● Communicate regularly to supporters about how to leave a legacy to Orchards to establish this new income stream</li><li>● Develop and coordinate a team of volunteer Ambassadors who will each run two community fundraising events per year, including during our 'Big Give' campaign</li><li>● Manage our annual 'Big Give' Christmas campaign through supporter care, copywriting, and volunteer management.</li></ul> <p><b>Communications</b></p> <ul style="list-style-type: none"><li>● Manage our social media accounts (Facebook and Instagram); planning, designing, and posting digital content to go out 3x a week, including video content that tells the story of our work</li><li>● Work with the Co-Directors and external Consultant to develop and implement our annual communications calendar</li><li>● Be part of our survivor-led women's board and support the Orchards Voices team to develop and create digital content</li><li>● Contribute creative ideas to develop relationships with our key audiences</li><li>● Develop and represent the tone of voice for Orchards</li><li>● Write our regular e-newsletters to supporters and churches</li></ul>
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**Person specification:**

<p><b>To flourish in this role, we need you to have the following skills and attributes:</b></p> <ul style="list-style-type: none"><li>● Female (This role involves attending our survivor-led</li></ul>	<p><b>It would be good, but not essential if you also have:</b></p> <ul style="list-style-type: none"><li>● Experience working within the VAWG sector</li></ul>
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<p>women’s board and Nurture events.)</p> <ul style="list-style-type: none"> <li>● Mature and living Christian faith – this role has a Genuine Occupational Requirement</li> <li>● Excellent communication, verbal and written.</li> <li>● Experience of managing successful digital marketing campaigns to raise funds</li> <li>● Experience of creating exciting digital content to support fundraising</li> <li>● Experience of donor care and relationship management, including use of CRM systems</li> <li>● Good understanding of sexual exploitation and violence against women and girls</li> <li>● Understanding of churches and Christian audiences</li> <li>● Teachable, open and non-judgemental attitude</li> <li>● Ability to be self-motivated</li> <li>● Ability to maintain open dialogue and accountability with Orchards Directors</li> <li>● Experience of successful networking and relationship building</li> </ul>	<ul style="list-style-type: none"> <li>● Experience working directly with survivors of sexual exploitation</li> </ul>
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**Employment terms:**

**Terms:**

- **Hours:** 3 days (22.5 hours) per week. Flexibility as to how these are structured as long as they are between Monday - Friday, and you are able to join Tuesday morning meetings
- **Location:** Hybrid working, with travel to both London and Brighton offices
- **Salary:** £28,000- £32,000 per annum depending on experience (pro-rata)
- **Holiday entitlement:** We offer 27 days (pro-rata) plus Bank Holiday per year, and additional leave between Christmas and New Year outside of the annual leave allowance.

**Benefits:**

- Being part of a supportive and prayerful team.
- Enhanced employer pension contribution (5%).

- Generous holiday entitlement (27 days pro-rata + Bank Holidays).
- Annual individual retreat day.
- Annual all-staff retreat.
- Strong focus on learning and development for all staff.

Please note: a full enhanced DBS check will be required for this position.

## Genuine Occupational Requirement

We believe that the Christian dimension of Orchards' work requires our staff to be living out their own Christian faith. *Our Christian values determine how we treat others; with respect, acceptance, love and a non-judgemental attitude. As a charity, we are seeking to enable women who have been sexually exploited to find routes out and to thrive; we will work with women of any faith background to achieve this. We respect that each individual has a different faith journey and may not want to engage with faith issues at all. We allow space for women to explore their own spirituality if they should choose to do so.* We offer the women we support the opportunity to be prayed for if they choose to. All paid staff and client-facing volunteers may be asked to provide prayer at the request of the women, either with the client in person or without the client being present.

Partnering with local churches is essential to our delivery model; we require all staff members to be able to work very closely with the local church. Prayer is foundational to Orchards and has been since from the beginning. We ask that all staff and volunteers commit to praying regularly for the women we are supporting and are open to and willing to be part of a culture of prayer for each other and the charity.

## How to apply

We would love to hear from you if you are interested in applying for this role. Please email your CV and cover letter to: [emma@orchardsuk.org](mailto:emma@orchardsuk.org)

- Your cover letter should include:
- An overview of your relevant experience and skills
- Why you are interested in working for Orchards specifically
- Reference to your Christian faith and how you might live out the Orchards ethos in practice.
- Orchards will aim to meet candidates' access requirements throughout the recruitment process. *If this is applicable, then please notify us at [emma@orchardsuk.org](mailto:emma@orchardsuk.org).*

## The deadline for applications is 7<sup>th</sup> March 2025

Interviews will take place the week commencing **17<sup>th</sup> March 2025** with a view to the successful applicant starting with us as soon as possible.

## Interview and assessment process

- On the day of the interview, there will be a written assessment exercise to complete relevant to the role, in addition to an interview with a panel of our team. We look forward to hearing from you.

