



COMMUNICATIONS & INDIVIDUAL GIVING MANAGER

- **Permanent, full-time position (flexible working hours can be explored)**
- **£33,000-£38,000 pa (depending on experience)**
- **Hybrid working (with the option to work remotely) - office in Hayes (BR4 9BU)**

BACKGROUND

Hope Health Action is a Christian NGO with the mission of empowering local communities to provide life-saving health and disability care to the world's most vulnerable. We work in Haiti, South Sudan and Uganda, providing sustainable, long-term solutions to the stark health and disability inequalities that exist in these communities.

We are very proud to have a loyal and generous community of supporters and organisations that make our work possible – through donations, fundraising, and raising awareness. We are looking for someone creative, proactive and passionate to join our team to focus on nurturing and growing this community, as well as ensuring that we are effectively communicating what we're doing and why it matters.

We are a relatively small organisation, but recent years have seen rapid growth, and we're keen to make sure that this growth continues sustainably. That's why we're seeking someone to join our amazing team and play a key role in executing a long-term fundraising and community management strategy. At this exciting time in HHA's development, as our ambition and projects continue to grow, this position offers the unique opportunity to be a part of shaping the future of the organisation – and ultimately improve the lives of vulnerable people and communities across the world.

KEY ROLES & DUTIES

This position involves three key parts: (1) the design and implementation of strategies to engage and steward our community, including individual donors, churches and fundraisers; (2) the management of all of our digital communications, including social media, website and newsletters; (3) and the creation of content for marketing and communications purposes. You'll work closely with the Development Director, Country Directors and in-country teams to raise vital funds and awareness – acting as a key contributor to the continued impact that our team makes possible.

Community management, engagement and stewardship

- Individual giving:
 - Alongside the Development Director, create and execute strategies to maximise the giving potential of individual donors (including monthly donors) - including upgrading existing donors and engaging new donors
 - Develop and manage the 'Donor Journey' and all associated comms (thanking, reporting, etc.) across all giving platforms
 - Effectively use and help maintain our CRM (Donorfy) for donor management
- Wider supporter network:
 - Alongside the Development Director, manage relationships with non-corporate organisations that support HHA, including churches and schools, and develop strategies to maintain and grow engagement
 - Manage community fundraising, including challenge events (marathons, races, etc)
- Campaigns & Appeals:
 - Plan and implement specific campaigns/appeals to raise funds and awareness
 - Engage stakeholders including donors, churches, ambassadors, press and businesses
 - Create campaign-related content and communications
 - Evaluate and report on the success of campaigns/appeals

Marketing & Communications

- Social media:
 - Manage the organisation's existing social media platforms (Instagram, Facebook, X, LinkedIn, Youtube) and help HHA develop innovatively in appropriate new platforms
 - Create and execute a Digital Marketing Strategic Plan with focus around social media (with concrete timelines and KPIs), with the objective of growing reach and engagement across all platforms
 - Monitor and evaluate progress towards strategic objectives, and regularly report to the Development Director
- Newsletters:
 - Manage our email marketing (via Mailchimp), including planning email content, writing copy, and designing campaigns
- Website:
 - Maintain and develop our website to ensure it is up-to-date and consistent with other HHA comms, including regular creation of news articles
 - Search Engine Optimisation of our website to improve visibility

Content Creation & Design

- Content collection:
 - Close work with our in-country teams and Country Directors to provide direction and mentorship on content collection for comms, marketing and reporting purposes
 - Manage the content we receive from the field, including collection and editing of beneficiary stories, testimonials and photos

- Where necessary, travel to our projects to create and collect content alongside a photographer/videographer
- Content creation:
 - Work with the Development Director to produce marketing materials including Impact Reports, flyers, and campaign-related materials
 - Work with the Development Director, Country Directors, and Grants & Trusts Manager to create proposals, presentations and reports for trusts, foundations and institutional funders
 - Produce short films for proposals, donor reporting and campaigns

SKILLS & EXPERIENCE

The ideal candidate will...

- Have experience in:
 - Designing, implementing and managing individual giving strategies in the third sector (including donor engagement and stewardship)
 - Using a CRM system for donor management
 - Managing digital communications (including social media, websites and newsletters)
 - Writing and producing fundraising collateral (like reports, proposals, and marketing materials)
 - Creating visually appealing content
- Possess excellent copywriting skills, with the ability to adapt your voice to a target audience, effectively communicate sensitive ideas, and powerfully tell stories
- Think strategically and logically, and be able to make plans, set targets and evaluate success
- Have a good understanding of social media and digital marketing trends
- Be creative, with an eye for detail, and have good graphic design skills (InDesign, Canva or similar)
- Have strong interpersonal skills and be able to work both independently and as part of a team
- HHA is a Christian NGO and whilst our existing team welcome a mix of Christian and non-faith based employees, applicants should be comfortable working in a Christian charity, including communicating our values and developing relationships with churches etc.
- Be proactive, flexible and keen to learn and take on new challenges
- Be genuinely committed to HHA's mission, vision and values, with a passion for international development