

Digital Engagement Officer Job Description

December 2024

Jobtitle	Digital Engagement Officer	Location	Hybrid
Department	Fundraising and Communications	Length of contract	Permanent
Outreach Work Required	N	Safeguarding level	TBC
Reporting to	Manager: Communications and PR Manager (vacant) Dotted line manager (if there is one): Head of Fundraising and Communications	Direct reports	n/a
Working Hours	35 hours per week	Working Pattern	Monday – Friday core hours 9-5pm (flexible working/condensed hours considered)

About Toynbee Hall

Based in the East End of London since 1884, Toynbee Hall is a charity working alongside people facing poverty, injustice, and inequality to build a fairer East London. We provide vital advice and support, working in partnership to tackle unfairness and ensure everyone has an equal chance to thrive.

We have recently launched a new strategic plan which reinforces that our purpose is to build a fairer future with an end to poverty, injustice and inequality.

We work towards this by:

- Addressing poverty and injustice through advice and support and influencing systemic change.
- Shifting power to people and communities affected by injustice and inequality.
- Collaborating to end poverty and build fairer systems and institutions. What we want to see in the world starts with our community and our organisation.

This means:

- Working together to build a thriving local community where people have the resources they need, feel their voices are heard and are optimistic about the future.

- Being a good employer, where people are treated fairly, feel engaged and empowered, and work together to achieve our shared vision.
- Acknowledging the role Toynbee Hall has historically played in civic society while recognising that our role now is to shift power, to be an effective partner, and to amplify voices that are less likely to be heard.

What we learn from our work in east London we use to inform and influence wider policy – working to influence change in structures, systems and policies.

Department background

The Fundraising and Communications team is newly formed with roles being recruited to. The team is made up of the Head of Fundraising and Communications, a Trusts and Grants Manager (vacant), a Database Officer, a Communications and Public Relations Manager (your direct line manager, vacant) and the Digital Engagement Officer.

The Fundraising and Communications team is responsible for raising vital funds to tackle poverty and social injustice in East London and beyond. The projects we raise donations for include our advice services, our work with older people in the community, our play programme for local children and our innovative research and policy.

How we work

Our values are Inclusive, Courageous and Empowering and we expect everyone who works with us to work in a way that aligns with these values and to do their utmost to deliver our strategic objectives according to their role.

Job purpose

As the Digital Engagement Officer, you'll play a crucial role in developing and delivering digital campaigns that make an impact to support fundraising and the wider organization, growing awareness of our work. You will connect with existing supporters and build new relationships, ensuring high-quality, personalised communication that drives income and contributes to a powerful supporter experience.

Scope of role

The Digital Engagement Officer plays a vital role in sharing our impact and connecting our work to new audiences. You will be responsible for the delivery of our email and social media campaigns and projects, our website and promotional marketing materials. Reporting into the Communications and PR Manager, your knowledge and analysis will help inform and shape the communications strategy for the charity to help drive us forward.

Key working relationships

Internally, working with colleagues across the charity to support their programmes. Working closely with the Communications and PR Manager to deliver the communications strategy and supporting the Senior Management Team to cascade internal communications. Externally, you will work with suppliers and partners.

Key Responsibilities

As Digital Engagement Officer, you will:

- **Engage a wide range of supporters, partners and clients**
 - Lead on email marketing and social media campaigns that raise awareness of our work – both charitable activities and our commercial operations (venue hire)
 - Create e-newsletters, telling powerful stories of the work happening here at Toynbee Hall and ensuring our supporters feel valued
- **Data analysis and audience targeting**
 - Analyse data from campaigns, providing insights and suggestions for improvements
 - Manage email automations and develop segmented email journeys to maximise engagement
- **Plan and deliver digital and social media campaigns**
 - Collaborate with the wider fundraising team to plan and deliver digital and social media campaigns that inspire
 - Create a library of compelling case studies that tell our story and demonstrate impact
- **Digital strategies**
 - Support the development of digital strategies to attract new donors and retain existing ones
 - Lead on sharing our stories on social media channels (X, Facebook, Instagram) to reach new people
- **Website maintenance and content creation**
 - Manage our website and social media channels, creating compelling content and increasing traffic and engagement with content and our site
 - Ensure links and content are all up to date and relevant
- **Creation of promotional marketing materials for our various projects**
 - Create promotional flyers and online promotion for events and charitable activities
 - Lead on the design and production of charity reports (for example impact report, people report, annual report).

Essential Criteria

Please note if candidates do not demonstrate all the requirements listed under essential then they cannot be taken to the next stage of the recruitment process when the role is vacant/advertised.

- Excellent verbal and written communications skills including a proven ability to adapt messages for different audiences.
- Experience in email marketing and/or managing digital fundraising campaigns
- A solid understanding of how to engage audiences through digital channels
- Strong organisational skills and the ability to multitask across different workstreams, managing time effectively and resolving conflicting priorities to meet deadlines.
- Proven success in delivering fully integrated digital content, adaptable to a range of audiences.
- A passion for working in a collaborative, fast-paced environment
- An analytical mindset to drive insights and improvements
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- Experience of working with digital media, including handling enquiries, and researching opportunities.
- Experience of reviewing developing and facilitating the production of relevant tools, for example, Photoshop, WordPress, Canva, DotDigital, Mailchimp, Hootsuite, Google Analytics and Facebook advertising to support digital communications including online publishing.
- A good eye of design and print, and confident in using design software (Canva, Adobe for example)
- Alignment with Toynbee Hall's mission and strategy
- Alignment and willingness to work in line to our values:
 - **Inclusive** - open-minded, transparent, convening and collaborative; seeking fresh and alternative perspectives.
 - **Courageous** – principled, ambitious and acting with integrity.
 - **Empowering** – shifting power, sharing our knowledge, enabling people to take action for themselves
- An understanding of safeguarding and willingness to develop understanding further

Desirable criteria

- Knowledge of the Third Sector
- Knowledge and understanding of social injustice and inequality and the impact that has on communities

Further information

This role is expected to be based out of our offices here at Toynbee Hall. We ask you to work from the office a minimum of **two days per week**. The Fundraising and Communications Team has a team day on the last Thursday of each month which you are expected to attend in person.

Part-time hours (minimum four days per week) will be considered for exceptional candidates, condensed hours/flexible working are also considered.

Closing date: 9am Friday 2nd January 2025

Interviews: week commencing 13th January 2025

Role advertised: Guardian Jobs, Charity Jobs, Toynbee Hall website, LinkedIn

How to apply: submit CV and covering letter demonstrating how you meet the essential criteria for this role. Please give specific examples in your covering letter.