



Job Description and Person Specification

JOB TITLE:	Digital Fundraising and Communications Officer
DEPARTMENT:	Fundraising
REPORTS TO:	Director of Fundraising and Marketing

About FSW

FSW has been supporting families in Sussex for nearly 135 years who find themselves at crisis point. Our team of family support practitioners work with families on a long-term basis by giving practical and emotional support that enables them to access appropriate services, develop coping strategies and build their confidence to become stronger.

Following several years of growth, we are now focussed on consolidating our extensive work across Sussex, which last year saw us provide intensive support to almost 800 families. We are now seeking to appoint a new post to the fundraising team which will build on our existing digital presence, enabling us to reach new audiences and attract new sources of support. We're a small team that manages to achieve great results, and we're really excited about finding someone new to make us even better. If you have a talent for engaging diverse audiences and a passion for making a positive impact in our community we'd love to hear from you.

Core Purpose

To deliver impactful communications through a range of digital platforms and to deliver engaging digital fundraising activities and appeals to raise awareness of our work and attract new support. You will also be responsible for communicating with existing donors and supporters to develop relationships and secure donations.

Key Responsibilities

- Work with the Director of Fundraising and Marketing to create, plan and implement supporter journeys that i) attract new supporters and donors and ii) encourage existing supporters and donors to continue their financial support of FSW
- Promote FSW's key messages and appeals by creating materials and delivering content across our website, email marketing platform and social media
- Increase, manage and monitor FSW's social media presence (Facebook, Twitter, LinkedIn, Instagram)
- Lead on the development of website content; creating, editing and publishing content on the FSW website
- Analyse social media engagement data to create insights and reports to inform future strategy
- Maximise engagement with current followers
- Play a key role in managing Search Engine Optimisation (SEO) and analytical tools to increase traffic to the FSW website.

Administrative matters

- Work in accordance with FSW policies and procedures.
- Develop and maintain good working relationships with all FSW staff and volunteers.
- Work effectively with all departments across the organisation to maximise opportunities and help achieve the wider organisational goals
- Take part in and contribute to Fundraising Team meetings and Staff meetings.
- Actively participate in the staff appraisal scheme and be committed to training and development in line with FSW's aims and objectives.
- Perform any other reasonable task as required by FSW.
- Duties will inevitably develop and change as the work of the Association changes to meet the needs of our service. FSW reserves the right periodically to vary job descriptions. This job description will be supplemented on a regular basis by individual objectives derived from Association's strategies.
- Where an applicant or existing employee is, or becomes, disabled (as defined by the DDA) and informs the Association fully of their requirements, reasonable adjustments will be made to the job description wherever possible.

GENERAL TERMS AND CONDITIONS OF POST	
Duration of Post:	Initial contract 2 years with possibility of extension
Working Hours:	18.75 hours per week, with significant flexibility in working pattern to suit the successful candidate and FSW
Salary:	£25-28,000 per annum pro rata depending on experience
PLACE OF WORK:	This role is offered on a hybrid or office basis. We are flexible and willing to discuss an arrangement to suit the successful candidate as well as FSW. In-person attendance at our Brighton office will be required occasionally.
Probation Period:	Three months
Notice Period:	One month
Pension Scheme:	FSW operates a workplace pension scheme managed by the Church Workers Pension Fund
APPROVAL OF JOB DESCRIPTION – FSW	
Compiled By:	NK
Compilation Date:	2 October 2024
Review Date:	2 October 2026



Person Specification: Digital Fundraising and Communications Officer

It will be important for the post holder to be in sympathy with the Christian ethos of FSW.

Skills and experience (E – essential, D – desirable)

- At least 2 years of experience in a digital marketing or fundraising position with knowledge of engagement tools, platforms and procedures (E)
- Excellent verbal and written communication skills and ability to convey complex information in a clear, creative and engaging way (E)
- Excellent IT skills including desktop publishing software, experience of Hootsuite and Wordpress and all social media platforms (E)
- Ability to take initiative and manage your own workload (E)
- Experience in monitoring and reporting on the performance of key communication channels and making recommendations to improve results (E)
- Experience of working in, or volunteering for, the third sector (D)
- Understanding of fundraising techniques, strategies and digital platforms (eg. JustGiving) in relation to donations, events and sponsorship (D)
- Ability to demonstrate a high level of accuracy and attention to detail (E)

Attitude and Approach

- Proactive, dynamic and self-motivated
- Takes pride in completing tasks to a high standard
- Have initiative, energy and enthusiasm
- Creative and resourceful
- Commitment to delivering a high quality service.
- Strong team working orientation, with the ability to work collaboratively with Heads of Department, staff and volunteers at all levels.

General

- Must be able to work within the FSW philosophy and values.
- Must be able quickly to develop a comprehensive understanding of confidentiality within the organisation as a whole.
- Ability to work within professional boundaries when working with clients and the public.
- Personal commitment to, and understanding of, equal opportunities and a proven ability to work within a diverse work culture.

Application process

Applications are only accepted on the official application form, which should be returned to miranda@familysupportwork.org.uk or by post to FSW, Garton House, 22 Stanford Avenue, Brighton BN1 6AA marked "Private and Confidential". Closing date for applications is 12 Noon 17 February and interviews will be held on 24 February If you would like an informal

discussion about the role before submitting an application, please contact Nikki Kerr, Director of Fundraising and Marketing by email nikki@familysupportwork.org.uk or 01273 030169.