

Background

[Raise Your Hands](#) supports a platform of 16 exceptional small charities that improve the lives of children & young people around the UK.

We believe that small charities are specialists particularly well suited to helping children. They're well positioned in communities to understand challenges faced, to help those young people that are hardest to reach. These charities are the hidden gems; the unsung heroes you wouldn't come across otherwise.

We've helped improve the lives of 538,679 children and young people since 2015 and we're working to reach 1m by 2030.

Our model

We fundraise on behalf of the small charities on our platform, targeting donors that would normally be out of their reach. We do this by innovating in the fundraising space with a particular focus on corporate partnerships and pioneering events.

Through [Dot Impact](#) we help time-poor companies achieve their philanthropic objectives. We create bespoke social impact plans for the companies, where we provide access to our impact data, organise employee engagement and help companies to communicate to internal and external audiences with compelling content. We have a particular focus on finance companies in the asset management space. Donations currently range from £15k to £78k per year.

[Midnight Madness](#) is our flagship fundraising event. Aimed at the finance sector, players are very bright, highly competitive and seriously into solving puzzles. A fully immersive, overnight treasure hunt, it involves 50-60 actors and a series of impressive venues. This year, the event raised £770k.

How we're different

Raise Your Hands holds a unique position relative to much of the charity sector. Unlike many grant makers, we are actively fundraising ourselves. We don't want to cannibalise other small charities' income. This means seeking out new fundraising seams to mine.

This means that we think creatively and the onus is on us to think outside of the remit of conventional fundraising stereotypes. To that end, we've recently launched an innovation framework which means an exciting pipeline of new fundraising ideas.

When it comes to donors, we work a lot with corporates, in particular in the finance sector, and we aim to produce communications that cut through and offer a fresh voice in this space.

The Role

This role would suit someone who believes in the power of words to inspire positive action, has an eye for solid design principles and experience of designing, developing and executing on marketing strategies for B2B or corporate fundraising programmes.

The successful candidate will enjoy versatility and be able to embrace the freedom of a non-traditional approach, testing new ideas and taking inspiration and learning from within and beyond the charity sector.

Dot Impact marketing push

The role owns our existing B2B marketing strategy. You will be evaluating and adjusting your approach based on feedback mechanisms that you will implement.

To date RYH's income has grown mainly due to connections made by staff and trustees. A major focus for us is to implement a plan designed to bring in new companies. The key measure of success of this role will be new income from companies who find us because of the work you do.

Management of communications

You'll be part of a 'department' of two; working closely with a Communications Manager who will be supporting on content creation.

The role is suited to someone who understands how to make complex propositions engaging, what channel to use when and how to develop messaging that is compelling to niche audiences. This could suit someone used to leading on charity fundraising comms or running commercial B2B marketing.

Testing new fundraising ideas

Our 'R&D Lab' process will test new potential income streams using minimal viable products and pilots. You'll be leading on these initial testing stages.

There is a production element of this part of the role which will require organisational and project management skills.

Job Description

Strategy

- Lead on meeting the relevant organisational objectives in RYH Strategic Plan
- Shape overall messaging and brand development
- Coordinate strategic content planning and campaign management
- Editorial oversight of digital assets, copy, design and brand
- Track and measure the effectiveness of marketing efforts, optimise and make data-driven decisions to improve performance

Digital marketing and campaign management

- Deliver on existing Dot Impact Marketing Plan and develop it further
- Test new ideas for multi-channel marketing strategies
- Manage a lean budget and pivot fast if things don't work
- Use ABM approach - identify high-value prospects and increase the relevance and effectiveness of marketing efforts that target them
- Work with Partnerships Manager to manage lead generation and donor stewardship

Content and assets

Ensure consistent tone-of-voice and messaging across all channels

- Oversee the creation of high-quality, engaging content production including:
 - Original articles and long-form content marketing pieces
 - Website
 - Email newsletters
 - Social posts
 - Pitch decks, impact reporting and fundraising collateral
- Apply user-experience design principles across the board
- Optimise for search engines, social media engagement and donor conversion

Fundraising product development

- Lead on testing the viability of potential fundraising products, such as new events for companies or stewardship packages for major donors
- Work with the Founder to pilot prototypes and assess their efficacy

Measures of success

The work of the Comms and Development department will **contribute to** core RYH aims of:

- Increasing total amount granted to charities over time
- Granting at least £2.50 per £1 spent on RYH overhead
- Increasing the % of unrestricted income coming into RYH

The **priority** for your work is to increase Dot Impact income from new companies.

Other **indicators** for success are the diversification of RYH income (new streams) and a higher % of donations from donors who are not personally connected to RYH.

Successful **growth** at RYH due to your work looks like::

- A healthy pipeline of leads for Dot Impact, Midnight Madness and other products
- More enquiries for Dot Impact, Midnight Madness and other products
- A strong conversion rate from leads to loyal donors
- Potential new products for donors robustly tested before launch (by you and your mini team or using new resource depending)

It's important that you also help to **ensure** the following are maintained (or increase)

- Donor loyalty
- ROI for Midnight Madness
- Value of current passive/organic/unsolicited income from individuals and other sources

Person Specification

Essential

- Track record of successful B2B marketing/communications work, from either the commercial or charity sector
- Deep understanding of the key principles behind digital and content marketing as well as B2B and ABM marketing (or charity equivalent)
- Exceptional copywriting skills and design principles
- Strong CRM data management and analysis skills
- Up-to-date knowledge of digital including SEO, PPC, email marketing and social media optimisation
- Project management/production skills
- Experience of managing a lean department budget

Desirable

- An understanding of the charity sector, the challenges specific to it
- Experience of relationship-based fundraising channels such as regular giving, philanthropy and corporate partnerships
- UX design experience
- Experience of line-management within a remote organisation
- Experience of working in a small team
- Understanding of data protection compliance and cyber security

Core competencies

- Ambitious and positive
- Creative and adaptable
- Forward thinking and strategic
- Self motivated and energetic

Director of Comms and Development

June 2024



The Details

Salary- £45,000-£49,000 FTE depending on candidate

Hours - Between 28 hours (0.8 FTE) and 35 hours (1.0 FTE) depending on candidate

Flexibility- We are committed to a healthy work-life balance and are truly flexible in our working culture.

We will consider job share, compressed hours and flexible hours.

This role can be based anywhere. You will need to be able to attend monthly in-person meetings in London.

Leave- 25 days holiday (excluding bank holidays) rising to 30 days with long service (pro-rata to part-time hours)

Pension- 2% contribution to pension scheme

Team- The new RYH team structure will be made up of five members of staff:

- Director (0.75 FTE) - Slaney Wright
- Co-founder and Income Generation Lead (0.15 FTE) - Ed Wethered
- Director of Communications & Development (0.8-1.0 FTE) - TBC
- Communications Manager - (0.6-0.8 FTE) - TBC
- Development & Partnerships Manager (0.75 FTE) - Madelaine Jones

How to apply

Please send CV and a supporting statement that describes how you meet the person specification (no more than two sides of A4) to info@raiseyourhands.org.uk

To arrange an informal chat about the role, please email slaney@raiseyourhands.org.uk

Deadline: 10am on Monday 24th June 2024

Interviews: TBC. At some point between 27th June and 3rd July.