

Hello!

I am so glad you're considering applying for the Database & Fundraising Development Officer position at Kids Matter.

We work hard not only for our children, parents and communities, but also to build a brilliant culture at Kids Matter. Our motto is to be 'ambitious yet respectful'. You'll be stretched for sure but well-supported while that happens. We are all about growth, development, learning and having people work out of their sweet spot most of the time. We have a lot of fun along the way!

You will be joining us at such a key time in our journey; we're now nine years old and we're putting in place what we need to begin our next chapter. We know what we are doing and how to do it. Your job will be to help us extend our reach, grow at scale, and equip communities across the country with what they need to see real and lasting transformation.

This job pack includes:

- Details around what the job involves
- What we're looking for in applicants
- Specifics around employment in this role
- An outline of the application process
- An overview of our charity
- What we believe

I look forward to reading why you think you'd be a great fit on our team!

A handwritten signature in black ink.

Dr Eli Gardner, Clinical Psychologist
Co-founder & Chief Executive Officer

The background image shows a laptop screen displaying a video conference with several participants. In the foreground, there is a green ceramic mug. The overall scene is dimly lit, suggesting an indoor office or home setting.

Job Description

Overall purpose

Becoming our in-house CRM (Beacon) expert, this role will interrogate our data, identifying opportunities for segmentation and targeting, informing the work of others across the communications and fundraising teams. They will be key in understanding the data that we hold, building user journeys to deepen engagement and looking for opportunities to develop our one-off and regular giving segments of our fundraising portfolio.

Key responsibilities

1. Data and Insights

- Become the in-house expert of Kids Matter's CRM (Beacon) ensuring it becomes a fit for purpose tool for all things fundraising and marketing.
- Build (and share) dashboards and KPI reports.
- Analyse donor behaviour and giving patterns, identifying opportunities for future engagement and income growth.
- Inform other team members across Kids Matter of engagement opportunities with different stakeholders/beneficiaries.
- Work closely with the Communications and Marketing Coordinator and Content Manager to segment data and tailor content accordingly.
- Develop an excellent working understanding of GDPR and other such regulations, ensuring Kids Matter complies in how data is both collected and stored.

2. Develop Kids Matter's individual giving programme

- Help develop a structured and sustainable individual giving programme (both one-off and regular)
- Create tailored stewardship journeys
- Identify donor uplift opportunities from one-off and regular donors

3. Supporting the wider work of the Fundraising and Communications team

- Where appropriate, assist with any new corporate fundraising opportunities.
- Be an active member of the Communications and Fundraising Team, bringing ideas, creativity and opinions to all projects and conversations.

4. Wider team involvement

- Contribute towards staff prayers and, on occasion, lead 'Thought for the Day'.
- Provide additional support to other teams when appropriate.

Person Specification



Category	Criteria	Assessed by*	E/D
Skills/ Abilities	Proven experience in working with CRMs, ideally including Beacon	A/T	ESSENTIAL
	Able to analyse data, leading to identifying future fundraising opportunities	A/T	
	A good understanding of digital fundraising	A	
	Able to identify, develop and improve user journeys	A	
	Comfortable with segmentation and donor experience optimisation	A	
	Able to produce reports that are easily understandable for key stakeholders across the organisation	A/T	
	Excellent written and verbal communication skills	A/I/T	
	Strong capability in multi-tasking and working to multiple deadlines at any one time	A	
	Attention to detail and accuracy	A/T	
	Ability and desire to work collaboratively with others across the Kids Matter team	A/I	
	Excellent organisation and time management skills	A/T	
	Able to manage, prioritise and balance conflicting demands	A/I	
	Able to use initiative and be proactive	A/I	
	Able to work confidently in high-pressure situations	A/I	
	Strong verbal communication skills	A/I	
	Strong relational skills; able to communicate effectively with team members and people from a wide variety of backgrounds and experiences	A/I	
	Able to work independently and as part of a team	A/I	
	Able to communicate effectively across different levels of church leadership	A	
	Able to understand the challenges and opportunities experienced by those we work with	A/I	
	Able to use new systems and processes quickly and confidently (including CRM)	A/T	

Person Specification



Category	Criteria	Assessed by*	E/D
Skills/ Abilities	Highly IT literate with knowledge and proficiency of Microsoft 365 programmes and Zoom (video conferencing platform)	A/T	ESSENTIAL
Personal qualities	Willing to give and receive constructive feedback	A/I	
	Flexible and willing to be involved in a wide range of tasks	I	
	Commitment to ongoing development of own knowledge and skills	A	
	Strong personal Christian faith	**	
	Curious and proactive mindset – spotting opportunities and asking good questions	I	
	Analytical mindset	I/T	
Passion for Kids Matter’s vision of seeing every child in need raised in a strong family	A/I		
Experience	At least five years’ experience of working in a similar role	A	DESIRABLE
	Demonstrable experience of working within a charity fundraising context	A	

* Assessment methods: Application form (A), Interview (I), Tasks (T)

** Whilst this is an occupational requirement, the shortlisting process will not involve scoring candidates on their faith.

Employment Information

Job title: Database and Fundraising Development Officer

Reporting to: Head of Communications and Fundraising

Purpose: See Job Description

Location: Remote (Based in England, Scotland & Wales with occasional travel required)

Contract: Permanent

Start date: As soon as possible

Hours of work: 28 hours (4 days per week)

Monday mornings are compulsory due to a weekly team meeting, otherwise hours can be spread throughout Monday to Friday.

We have bi-annual team days with an overnight stay, which all team members are expected to attend (travel costs are covered).

Salary: £28,665 - £35,280 pro rata (£22,932 - £28,224 actual)

Probation period: 6 months

Holiday entitlement: 25 days (plus bank holidays) per year pro rata, with additional time off between Christmas and New Year's day

Pension: Automatic enrolment into a direct contribution pension scheme (4% employer contribution)

This post is subject to an Occupational Requirement

Kids Matter serves and supports clients within the Christian sector, the nature of the work requires that this post holder has an active faith in Jesus under the Equality Act 2010, Part 1, Schedule 9.

Equal Opportunities

We actively support and welcome the integration of people from diverse backgrounds and varied experiences and skillsets to help shape the work and future of Kids Matter. We are particularly keen to receive applications from African and Afro-Caribbean, Asian and other diverse ethnic communities, and those who are neurodivergent and/or living with any kind of disability. If this role excites you, we encourage you to apply even if you don't meet every requirement.

Application Process

Stage 1

Complete a copy of our **online application form**.

We also ask for all applicants to submit an **Equal Opportunities Monitoring Form**, which will be sent to you to complete following the submission of your application form. This form will be used for anonymous analysis to ensure our overall recruitment procedures are fair and transparent. It will never be viewed or used as part of the selection process. It is optional to submit this form.

Deadline: **4pm on Monday 29th June**

All successful and unsuccessful applicants will be notified via email by 5pm on Thursday 3rd July.

Stage 2

Successful applicants will be invited to an initial 45-minute Zoom interview, which will take place **on Monday 13th July** (with flexible timing into the evenings).

To ensure candidates can perform to the best of their ability, interview questions will be sent in advance of the interview date. Candidates will also be sent a short task to complete before attending their interview.

Stage 3

Following initial interviews, 2-3 selected candidates will be invited to attend in-person interviews in London, on a weekday **in the week commencing Monday 20th July**. The interview will be 1 hour and 15 minutes long and followed by 1-2 tasks. Kids Matter will reimburse any reasonable travel costs.

The successful candidate and unsuccessful candidates will be informed of Kids Matter's final decision by 5pm on Thursday 23rd July.

If you would like any application and interview support or you need any reasonable adjustments throughout the application process or if you would like an informal phone call to ask questions or discuss the role, please contact **Katie Washington (HR & Systems Manager)** on recruitment@kidsmatter.org.uk.

Kids Matter will treat your application as private and confidential. Unsuccessful applications will be securely destroyed after one year.





About Kids Matter

More than 4 million children are being raised in poverty in the UK and the stress poverty places on them (and their parents) can result in long-term emotional and social problems. We therefore exist to help strengthen families and interrupt that negative trajectory.

Research has shown that the most effective early intervention to help children is group-based parenting programmes. For children to thrive, it is important for mums, dads and carers to increase their own wellbeing and confidence in their parenting skills. Whilst all parents need support, our effective and accessible programmes have been written for families facing disadvantages.

We partner with local churches and their community networks across the whole country to run our evidence-informed programmes in communities and in prisons, equipping mums, dads and carers with the tools (confidence, competence and community) they need to build strong relationships and strong families. Not only will this have a positive impact on child wellbeing and future outcomes, but it will also reduce the social and financial costs of family breakdown.

Our impact

Since launching in 2017, we have impacted **over 6,000 children** through our parenting programmes, equipping their parents (more than 3,000 of them) with the skills needed to build a strong family. We have an ambitious vision to reach many more in the coming years.

Read our most recent Impact Report [here](#).

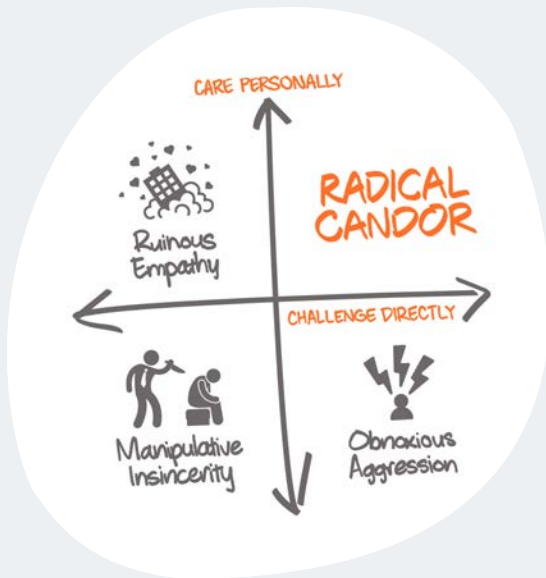
Our team

We have a wonderful team of brilliant people committed to transforming society, one family at a time, and a group of top-notch trustees who support us every step of the way.

Find out more about them [here](#).

'It's worth doing, I would do it 20 times over and still learn something new in the twentieth session.'

Tash, mum



At Kids Matter, we strive to have a culture where giving and receiving feedback from anyone in the team is a common occurrence. We place high value on getting to know one another to create a foundation of trust from which we can challenge directly. Teams regularly have 360 feedback sessions and managers are encouraged to regularly ask for feedback from their direct reports.

We don't always get it right, but our aim is to operate from a place of 'Radical Candor'.

Our culture values are:

- Faithful** We put our faith in God and we are fiercely loyal to our mission and vision.
- Respectful** We draw alongside others and genuinely listen, affirming the dignity of everyone we encounter.
- Excellence** We go above and beyond to provide the best quality in all we do.
- Positive** We choose to be grateful, to be hopeful, and to see possibility in everyone.
- Ambitious** We push for all to achieve their full potential so that together we can fulfil our vision of every child in need being raised in a strong family.



Statement of Faith



Nicene Creed

We believe in one God,
The Creator of all things,
Who holds the universe in love and wisdom.

We believe in Jesus Christ,
God's only Son, who is fully divine and fully human.

He was born to bring light into the world,
Lived among us, teaching truth and grace.

For our sake, He suffered, was crucified, and died.
On the third day, He rose again,
Defeating death and offering us new life.

He ascended into heaven and reigns with the Father, And He will come again to restore all things.

Amen.

