

# Donor Communications and Volunteer Liaison Role

March 2024

*Friends of the Holy Land is a growing national charity based in Kenilworth with the aim of sustaining and supporting a Christian presence in the Holy Lands of West Bank, Gaza, Jordan and Israel. Our fundraising efforts are used to support the grass roots - individual Christians, often the most vulnerable, with help for food, health, education, housing and employment. We are helped with this mission by our Holy Land office in Bethlehem and some of the Institutions based in the land where Jesus once walked.*

## Donor Communications and Volunteer Liaison Job Summary

Friends of the Holy Land has a small network of volunteer supporters around the country and an expanding number of financial donors. This new role will be responsible for communicating with these two communities, with a focus on preparing monthly emails to supporters, monitoring and moderating social media accounts, liaising with external partners to deliver external communications, developing donor stewardship and growing our volunteer network.

The role will also be required to help with regular office duties and will need to be familiar with all aspects of administrative support for the operational success of the charity. You will need to be comfortable working in a faith-based organisation, talking to supporters across the UK and with our partners in the Holy Land, and be competent in creating communications.

An outline of typical activities is detailed below however, it is a fundamental requirement that the person in this role is a key support worker for the Office Manager and the Executive Director to improve capacity for in-house donor and volunteer support.

The successful candidate will be office based in Kenilworth.

## Reporting

Reporting to and working under the day-to-day management of the Office Manager but will be expected to work closely with the CEO as required.

## Typical weekly/monthly activities:

- Monitor and moderate social media accounts
- Write and send out monthly emails to supporters
- Develop use of bulk email software and social media to support the growing charity base
- Liaise with our team in the Holy Land for beneficiary stories and information about projects
- Liaise with external communications partners to deliver newsletters/fundraising packs to supporters
- Use the CRM to pull lists for email and physical mailings
- Design posters and write information to support donors/churches with fundraising/events
- Liaise with and support existing and new volunteers

- Liaise with and support FHL groups and key Supporters
- Basic office duties, including answering phone calls, logging and responding to letters and emails, preparing mailings
- Support with arranging events virtually and in-person
- To support the delivery and distribution of shop products purchased either through the website shop, over the phone or by mail order.
- Assist with other project deliverables identified by management.
- Help maintain the cleanliness and Health and Safety of the office environment including cleaning and tidying as needed.

Suitable training will be given as needed.

### **Person Specification for the Role: Essential Qualifications and Skills**

- Office experience
- Must have strong computer skills using Microsoft office (ideally Office 365). CRM training will be provided as necessary
- Excellent written and verbal communication and inter-personal skills
- Ability to proof-read with attention to detail
- Ability to write and design short communications, e.g. emails, posters
- Pro-active with the ability to multi-task and work independently and with changing priorities
- Confident phone manner and a friendly demeanor
- Be comfortable working in a faith-based environment
- As part of a small team, a problem-solving, can-do attitude is necessary along with an unflappable demeanor
- Experience of CRM systems helpful but not essential
- Experience managing Social media accounts desirable

### **Hours of work**

Full-time (37.5 hours)

### **Additional benefits**

Subject to a satisfactory probationary period of 3 months, a visit to the Holy Land will be arranged.  
Free parking available in a convenient location.  
Pension plan.

### **Holidays**

25 days per year plus 2 additional days to take between Christmas and New Year when the office is closed. Any additional days' holiday required to cover this period must be covered out of the 25 days holiday allowance.

### **Salary**

Annual salary of £23,580