



Job Description

Job title	Fundraising Assistant
Reports to	Fundraising Manager
Number of hours	25-30 hours per week, preferably spread across 5 days (minimum 4 days)
Contract type	Fixed term - 2-years but likely to become permanent if team goals are achieved
Salary	£26,000 p.a.
Location	Home based but expected to work two days per month in shared office space in London

Rainforest Trust UK (RTUK) raises funds to protect the planet's remaining tropical rainforests and other ecosystems for the benefit of endangered wildlife, Indigenous communities and the climate. Rainforest Trust has already placed over 50 million acres under permanent protection across 72 countries, and recent surveys show that 99% of the rainforest we have protected since 1988 remains intact. With 15% of net global carbon emissions caused by tropical deforestation (equivalent to the emissions of the global transportation sector), protecting carbon-rich rainforests is one of the most cost-effective ways to fight climate change.

Here in the UK, we are a small team of seven people, but we are affiliated to, and supported by, Rainforest Trust in the U.S., which has a team of about 40 staff. We currently work remotely, meeting up one day per month in London to work alongside each other in a shared office.

This is a great opportunity for someone to gain experience in a small, but growing, charity, supporting the team to reach funding goals for Rainforest Trust's vital projects internationally. The Fundraising Assistant will support a broad range of fundraising strands and take responsibility for some of our supporter care, CRM administration, digital communications and community fundraising.

Main Duties and Responsibilities

Supporter Care

- Deal promptly with donations received through all channels on a daily basis (including web, bank transfer, post, phone, third-party donation portals), following our processes to ensure supporters are appropriately thanked.
- Thank donors for one-off and monthly gifts, or triage for other team members to thank based on established guidelines.
- Promptly alert colleagues on the fundraising team when we receive a donation from a supporter in their portfolio, so the donor can be appropriately thanked.
- Create uplifting and inspiring thank-you messages that are tailored to each project, producing templates for the rest of the fundraising team to use when thanking donors.

- Respond to day-to-day enquiries from Rainforest Trust UK supporters via phone, email and post.
- Be the main point of contact for fundraisers, schools and other community groups raising funds for Rainforest Trust UK. Respond to queries, provide materials and thank community fundraisers for their support.
- Ensure that communications preferences and Gift Aid declarations are properly recorded.
- Support the rest of the team to deliver personalised stewardship touches and thank-you notes to major donors, monthly donors, corporate donors, trusts and foundations.

Communications

- Support the Fundraising Manager in sending communications to the donor base, utilising content from Rainforest Trust Global, checking for accuracy and ensuring all communications adhere to Rainforest Trust's brand guidelines.
- Support the fundraising team to send out appeals and newsletters by email and post.
- Lead on the daily management of the charity's multiple social media channels (Facebook, Instagram, LinkedIn and X), including scheduling posts and responding to comments/messages.
- Work with the Fundraising Manager to create content for RTUK social media channels (utilising content from Rainforest Trust Global and ensuring all communications adhere to Rainforest Trust's brand guidelines.).
- Keep up with RTUK's outgoing communications and comms calendar to ensure cohesion across channels.
- Alert relevant team members when RTUK is tagged in social media posts by other accounts (for instance corporate accounts or community fundraisers) and liaise with colleagues on how best to respond.
- Keep track of third-party websites that display information about Rainforest Trust UK (such as JustGiving or Benevity) and ensure our details are up to date.

General Duties

- Log all contact with donors on the CRM system (currently Virtuous), and input any other data as needed, following the process guides provided.
- Where needed, support the fundraising team in maintaining donor records on the CRM and online donation portal (FundraiseUp) to ensure donor records are tidy, accurate and up-to-date.
- Attend or support donor events as your availability allows.
- Ensure the effective implementation of RTUK policies and procedures.
- Undertake such other duties, appropriate to the grade and character of the work, as may be reasonably required.

Person Specification:

Experience/knowledge

- Experience of volunteering, fundraising or working for a charity
- Experience dealing with customers, donors or supporters in a customer service or supporter care setting
- Experience providing administrative or fundraising support to other members of a team
- Experience of writing engaging content for digital communications
- Familiarity with social media is essential; previous experience planning and scheduling social media content is desirable
- Previous experience working in a fundraising, supporter care or charity communications role is desirable
- Previous experience of using a (fundraising) database is desirable: entering new records, searching for and updating existing records, and using reports or queries

Skills/abilities

- Excellent written communication skills, with the ability to write clearly and concisely

- Excellent customer service including verbal communication skills, with the confidence to be the first point of contact for the charity answering the phone and fielding emails
- Strong organisational and administrative skills, including effective time management
- Excellent editing and proofreading skills, with an eye for accuracy, attention to detail and ability to adhere closely to brand guidelines
- Ability to efficiently manage a diverse workload and busy email inbox
- Strong IT skills, specifically: desirable to have previously used Google Workspace (Gmail, Google Drive and Google applications), Canva, social media management and database applications

Values and behaviours

- Affinity with Rainforest Trust UK's mission and values, and a passion for protecting the environment
- Takes care, appreciates and respects all Rainforest Trust UK supporters
- A commitment to Equal Opportunities
- Self-motivated and driven – able to work from home effectively
- Flexibility of approach and ability to work in a team