

## **JOB DESCRIPTION**

**Role:** Fundraising Officer (Maternity Cover)  
**Reporting to:** CEO  
**Based:** Blended-working in our Islington, London EC1, office  
**Hours:** Part-time (18.5 hours )  
**Remuneration:** £28,000 per annum for a full time worker ( for this role £14,000 per annum)  
**Contract Type:** Fixed Term (one year – Maternity Cover)  
**Holiday:** 33 days includes Bank holiday allowance per annum for a full time worker ( for this role 16.5 days per year.)

### **About OCD Action**

We have a vision of a time when OCD is well understood, and everyone gets the treatment and support they need when they need it. With the OCD community, we are fighting for this.

Until that day arrives, our aims are:

- 1) that everyone affected by OCD has access to the high-quality support, information and guidance they need to enable them to access the right treatment;
- 2) that no one affected by OCD feels that they must face it alone.

To do this we provide a helpline, over 50 support groups, online forums and a range of youth services.

### **The Role**

This post is pivotal to our fundraising strategy and will

- Working with the Senior Fundraising Lead, deliver Individual Giving programmes and campaigns online and offline (including email supporter journeys and appeals, web content and social) to acquire, retain and develop new and existing supporters and maximise sustainable voluntary income
- Monitor and report on digital fundraising campaigns and appeals
- Research new potential Trusts and ensure Trust pipeline process is up to date and we comply with all trust reporting arrangements
- Keep excellent records for all fundraising activity within our CRM. Develop key data/operating functions in our CRM system and ensure all fundraising activity is fully data driven.

### **Key Responsibilities:**

#### **Digital Fundraising**

- Working with the Senior Fundraising Lead implement all digital fundraising campaigns and appeals.
- Keep fundraising content up to date on the website
- Promote and engage supporters through social media channels
- Ensure all donors are appropriately thanked via automated and/or personal correspondence

**Data Management**

- Ensure our Donorfy CRM system is accurate and kept up to date in order to analyse supporter behaviour and steward supporters
- Ensure all income and communication preferences are accurately recorded on the Donorfy CRM system
- Maintain multi-platform integration on Donorfy
- Lead on analysing and segmenting our data to exploit fundraising potential
- Ensure the data is available to support a programme in which all fundraising activity is fully data driven and evidence-led
- Provide performance reports to the CEO as required

**Challenge Events**

- Update and market Challenge Events on the website and social to maximise uptake
- Maintain Just Giving integration on our Donorfy CRM system
- Steward challenge event fundraisers by developing email journeys

**Trusts and Foundations**

- Proactively identify and research new Trusts and grant-makers and define a strong restricted and unrestricted funding pipeline.
- Work with the Senior Fundraising Lead to project manage the application submission process
- Project Manage the administration for successful grants, including reporting.

**General**

- Ensure compliance with General Data Protection Regulations
- Work within OCD Action’s policies and procedures, and, if required, contribute to their ongoing review and updating
- Fully participate in the core activities of OCD Action, including team meetings, annual conference and other events, including our annual Week of Action
- Support and attend donor engagement events where required
- Undertake other duties, appropriate to the role and to the needs of OCD Action, as directed by your line manager or other senior management

**Person Specification**

Knowledge and Experience	Essential	Desirable
Practical experience of updating webpages, social media channels, and digital marketing	Essential	

Demonstrable experience of using analytics tools (such as Google Analytics) and a CRM (Donorfy or Beacon) for analysing data to inform decision-making	Essential	
Experience with setting up paid search/PPC campaigns on AdWords		Desirable
Knowledge of how organic, boosted and paid ads can form part of an integrated, multi-channel strategy		Desirable
Design and creative skills (Canva, Adobe Suite incl Photoshop)		Desirable
Knowledge of the mental health sector		Desirable
Understanding of contemporary fundraising techniques and a genuine desire to innovate		Desirable
Understanding of GDPR, Privacy and compliancy in charity law		Desirable
<b>Education</b>		
Relevant training or qualification in digital marketing, fundraising or communications		Desirable
<b>Skills</b>		
Strong numerical ability, data analysis and data management skills	Essential	
Planning and organising skills	Essential	
Able to build effective relationships with donors and colleagues alike	Essential	
Strong IT skills	Essential	
<b>Values and Attributes</b>		
An understanding of and commitment to the charity's core values	Essential	
Committed to our mission and to a high standard of ethics in fundraising	Essential	
Compassionate	Essential	
Resilient	Essential	
Driven to achieve excellence	Essential	
Creative and Entrepreneurial	Essential	

### Benefits

We aim to make working for OCD Action, work for you. We have a range of benefits including:

**Holiday entitlement:** 25 days leave (pro rata) in addition the 8 days statutory bank holiday allowance (pro rata) is added to part-time team members leave allowance, to ensure you benefit from this allowance whatever your working pattern.

**Flexible working:** You can work with your line manager to arrange your working pattern. As long as your key work responsibilities are covered and core meeting are attended, we are flexible about working hours and patterns (please note: due to our safeguarding arrangements we don't permit weekend working as part of a planned pattern of work).

**Homeworking/blended working:** We are flexible about your home / office working pattern, you will need to attend some face to face meetings, and our team meeting is usually on a Monday afternoon, but otherwise your working location can suit you and your needs.

### **Equality, Diversity & Inclusion**

Equality, diversity and inclusion is core to our organisational mission. We are fighting for equality of access to treatment for everyone affected by OCD, ensuring everyone gets the support and treatment they need, when they need it. We aim to lead by example. We believe that diversity drives improvement and creativity. This fosters the environment needed to ensure we can do and be the best we can for the OCD community.

We actively employ, and pro-actively seek to employ people with lived experience of intersectional disadvantage. We do this because we are committed to a diverse and inclusive team and to building an environment in which we can constantly learn.

**Accessibility and Questions about this role:** We want working with us and applying to work with us to be the best opportunity it can be for you. Therefore, if you would like to apply, but have concerns, questions or you feel there is a part of the application process or the way the role may function which could be a barrier please email us to discuss. Where possible we will work with you to make reasonable adjustments. You can email us on info [OCDAction.org.uk](mailto:info@OCDAction.org.uk).