

JOB DESCRIPTION

POST	Community & Engagement Officer
SALARY SCALE	£29,700 - £35,500 Full Time Equivalent (FTE) depending on experience and will be pro-rated.
CONTRACT TYPE	Part-time, Permanent (subject to a satisfactory 6-month probation period)
TIME COMMITMENT	32 hours per week (or 4 days a week)
LOCATION	Remote-Friendly Hybrid Working with travel to London office once a week. Possible travel to Palestine/Israel.
RESPONSIBLE TO	Managing Director

ABOUT THE GALILEE FOUNDATION

The Galilee Foundation is a London-based charity that was established in 2007 to support the Palestinian indigenous community in Palestine/Israel. Our mission is to empower underprivileged Palestinian youth by giving them the tools and skills needed to become change-makers. We do this through our Scholarship Programme that provides financial aid as well as educational, cultural, and capacity development. We also partner with grassroots civil society organisations that work in the fields of education and culture to increase their impact and sustainability, and support them in their work to empower Palestinian youth.

ABOUT THE ROLE

As we continue to grow in all aspects of our work, we are looking for a new Community & Engagement Officer, four days a week, to join the Foundation to work across our income streams from individuals and events. You will focus on developing and implementing an individual giving strategy to increase income from individual supporters; and developing materials to communicate with new and existing supporters.

You will contribute to helping us grow our digital profile and raise income online, collaborating in developing engaging content for our website, email marketing and social media. You will be excited by the opportunity to help grow the Foundation's online presence, online engagement and income, and have a proven track record in developing and executing successful fundraising plans and campaigns.

We're looking for a team player who is proactive, organised, has drive and ambition, and is an excellent communicator with good attention to detail. As a member of a small, innovative and dynamic team, you will also be exposed to other areas of work which will include other fundraising opportunities. If this sounds like a challenge you would relish, we want to hear from you.

JOB SPECIFICATIONS

The postholder will help diversify the Foundation's income from individual supporters and events. You will be organised, proactive, confident, and have a proven track record of successful fundraising. You will be responsible for leading on generation of income from

individuals and community audiences, including schools, universities, and community groups. You will have knowledge and experience of increasing support from groups and individuals by nurturing and developing relationships with the aim of securing and increasing regular giving.

This new role will contribute to the delivery of The Galilee Foundation’s fundraising and communications strategy, helping to build our engagement. The role is critical to increasing our online fundraising, building our online audience and maximising the Foundation’s digital impact. You will have a good understanding of the use of digital channels to meet the needs of external and internal stakeholders including SEO, supporter journeys and analytics. You will have the opportunity to work closely with senior staff and programme teams in our Palestine/Israel offices as well as attend training.

You will support the overall delivery of our varied events programme, bringing your enthusiasm to a calendar of events that aim to raise significant income for the charity, whilst also raising the charity’s profile and reach. You will also play a key role in the delivery of well-loved annual events and support our growing network of event participants.

The postholder will have a can-do, hands-on attitude and will explore new opportunities using sector knowledge to develop and grow the Galilee Foundation’s income and engagement.

A full job description can be found below.

DUTIES & RESPONSIBILITIES

FUNDRAISING EVENTS & CAMPAIGNS	<ul style="list-style-type: none">○ Develop and implement a comprehensive supporter engagement strategy to bolster our supporter base and enhance engagement levels;○ Develop and implement a comprehensive fundraising strategy i.e. fundraising events throughout the year, fundraising campaigns;○ Manage and analyse supporter journeys and utilise the information to maximise engagement and income generation opportunities;○ Communicate regularly with new and existing supporters to encourage new or increased giving via our social media channels, newsletter and other promotional literature;○ Identify, research and develop new support with particular focus on individuals and community groups;○ Contribute to managing and maintaining records on the Foundation’s CRM system (Beacon);○ Develop and maintain process for segmenting supporters on Beacon to facilitate targeted stewardship and fundraising campaigns;○ Craft compelling stories that inspire support;○ Organise and lead supporter-facing events such as film screenings, supper clubs and lectures etc to facilitate meaningful interactions with existing and prospective supporters;
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	<ul style="list-style-type: none"> ○ Maximise regular giving income, supporter engagement and digital fundraising opportunities that will help us to meet our income targets while improving donor loyalty and lifetime value; ○ Regularly analyse and report on the performance of campaigns and journeys, identifying trends in supporter behaviour to inform future strategies; ○ Develop excellent and enduring relationships with existing supporters, fundraisers and community groups and engage new audiences, including recognising and supporting their fundraising efforts and thanking them appropriately.
<p>GENERAL FUNDRAISING</p>	<ul style="list-style-type: none"> ○ Contribute to the supporter-facing annual review of Galilee Foundation’s scholarship programme; ○ Develop and write copy for fundraising materials i.e. brochures and newsletters; ○ Draft press outreach before and after events; ○ Adhere to brand and style guidelines, striving for engaging, accurate, error-free copy every time.
<p>DIGITAL CAMPAIGNS AND ONLINE FUNDRAISING</p>	<ul style="list-style-type: none"> ○ Work with colleagues across the organisation to deliver, measure and improve effective online fundraising campaigns; ○ Make use of social media to maximise engagement with new potential fundraising audiences; ○ Contribute to creating compelling channel-specific social media content where appropriate to job role; ○ Stay updated with SEO best practices to improve the visibility and ranking of the charity website, and adjust website content accordingly; ○ Write engaging copy for the website, newsletters, and occasionally for social media, ensuring all copy is informative and tailored to the intended audience.
<p>GENERAL SUPPORT</p>	<ul style="list-style-type: none"> ○ Represent The Galilee Foundation at events as required which will include ad-hoc evenings and weekends, for which time off in lieu will be given; ○ Attend appropriate regional training and networking opportunities; ○ Contribute to the preparation of documents and agendas for board meetings; ○ Actively contribute to weekly and monthly team meetings; ○ Represent the Foundation’s values to supporters and stakeholders; ○ Carry out other reasonable duties as may be requested by the team.

	COMPETENCY	ESSENTIAL	DESIRABLE
	Experience of developing and delivering successful fundraising events and campaigns	<input checked="" type="checkbox"/>	
	Understanding of stewardship and donor journeys	<input checked="" type="checkbox"/>	
	Experience of Customer Relationship Management (CRM) systems	<input checked="" type="checkbox"/>	
	Experience-based knowledge of charities	<input checked="" type="checkbox"/>	
	Experience of writing copy for fundraising materials and events that is on brand, accurate and error-free.	<input checked="" type="checkbox"/>	
	Excellent written and verbal communication skills	<input checked="" type="checkbox"/>	
	Proficient in design, including good working knowledge of Canva (or similar)	<input checked="" type="checkbox"/>	
	Familiarity with MS Office 365	<input checked="" type="checkbox"/>	
	Proven experience of contributing to digital marketing and communications campaigns across a range of channels	<input checked="" type="checkbox"/>	
	Evidence of building an engaged social media following	<input checked="" type="checkbox"/>	
	Experience of delivering targeted online campaigns to support fundraising objectives	<input checked="" type="checkbox"/>	
	Evidence of commitment to continuous professional development and keeping up to date with digital trends	<input checked="" type="checkbox"/>	
	Ability to prioritise, multi-task and work well under pressure	<input checked="" type="checkbox"/>	
	Experience of working effectively without close supervision, dealing with problems as they arise	<input checked="" type="checkbox"/>	
	Ability to work well in a small, busy team	<input checked="" type="checkbox"/>	
	Ability to build effective relationships with colleagues and work collaboratively to achieve common goals.	<input checked="" type="checkbox"/>	
	A cooperative approach to identifying opportunities and working with other stakeholders	<input checked="" type="checkbox"/>	
	Understanding of the operating environment of our partners in Palestine/Israel	<input checked="" type="checkbox"/>	
	A genuine desire to support underprivileged and minority groups	<input checked="" type="checkbox"/>	
	A commitment to upholding the Foundation's vision and values	<input checked="" type="checkbox"/>	
	Proven creative thinker, with ability to generate new, forward-thinking, and relevant ideas	<input checked="" type="checkbox"/>	
	Arabic language skills		<input checked="" type="checkbox"/>