

Job Title: Digital Fundraiser

Responsible to: Fundraising Manager

Salary: £28,000 per year (pro rata £11,200 per year)



Employment term: 2 days per week (based on 37.5 hours per week), 12-month fixed term contract, subject to successful completion of a 3-month probationary period

Location: currently we're working remotely due to Covid-19 however our office is based in Newington Green, London N16 and some office-working may be required post-Covid

Application deadline: Monday 8th March noon

Interviews: Week commencing Monday 15th March - will be conducted via Zoom or Google Meet

Start date: As soon as possible

To apply: Please send your CV and covering letter to Jane Matthews, Fundraising Manager, detailing your skills, experience and why you think you would be a good candidate for the role - please cover all aspects of the job description and person specification and keep the cover letter to no more than 2 pages. If you want to have a chat before applying, please email Jane at jane.matthews@roomtoheal.org.

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About Room to Heal

Room to Heal is a human rights charity and healing community based in London. Our mission is to support people who have survived or witnessed torture and organised violence to rebuild their lives in exile, through an integrated programme of therapeutic and casework assistance. We offer a range of activities including: therapy groups, gardening and food-growing, individual therapy and casework, theatre workshops, cooking and social gatherings, and therapeutic retreats.

At the heart of our work lies the cultivation of community, through which our members can restore meaningful relationships with themselves and others, overcome the legacy of their traumatic experiences and integrate into the UK. Our community is currently made up of over 100 members from over 30 countries: including former political prisoners; people who have been persecuted on account of their sexuality or religious belief; and those who have escaped trafficking.

Background to the Role

We're predominantly funded by Trusts and Foundations, and now need to diversify our income streams to improve financial resilience and organisational sustainability. We're looking for an individual who can develop our relationships with, and fundraising income from, individual supporters, and who can manage and integrate communications with individual supporters across our digital channels.

Purpose of role

We're looking for a knowledgeable, confident and motivated individual to join our small friendly team. This post will be responsible for strengthening fundraising and communications with individual supporters across digital channels and responsible for managing an in-house supporter database in line with GDPR regulations.

JOB DESCRIPTION

Primary focus

- To optimise individual donor relationship and fundraising opportunities by exploring and developing digital channels with an initial focus on email communications, Facebook, Instagram, Twitter, website, JustGiving, Donr
- Review, improve & implement stewardship plan for Room to Heal's individual supporters
- Review, improve and keep updated Room to Heal's inhouse database for individual supporters, ensuring accurate records & GDPR adherence
- Work closely with Fundraising Manager, Director and Programme Lead to ensure all supporter communications are fully integrated with RTH values, branding and messaging and also aligned with FDM's communications with Trusts & Foundations

Secondary focus

- To assist with developing a social media strategy
- To assist with developing a social media calendar
- To assist with building a library of images, video clips and case studies that can be used across all forms of fundraising and communications
- To provide ad hoc support to the Fundraising Manager and Director on fundraising and communications activities as needed
- To explore additional digital channels and make recommendations if appropriate and cost-effective

Role description

Strategic direction

- To engage meaningfully and thoughtfully with individual supporters via digital channels, primarily by email (Mailchimp), Facebook, Instagram, Twitter, Donr, website, JustGiving (and other agreed channels time-permitting) as agreed with Fundraising Manager & Director
- To assist with developing and agreeing Room to Heal's tone of voice and to adhere to this in communications
- To communicate Room to Heal's values - compassion, community, kindness, inclusivity, humanity, dignity and respect - across all communication channels
- To build size of communities across each digital channel through increasing supporter loyalty and retention
- To increase income across each digital channel

Duties and responsibilities

Existing and new supporter relationships

- Recommend and implement improvements to each digital channel to improve supporter experiences
- Assist with developing a social media strategy
- Review, improve & implement stewardship plan for Room to Heal's individual supporters across all channels, including timely thanking and ongoing stewardship/engagement communications (e.g. email newsletters, social media updates, fundraising appeals) within appropriate channels

Content and communications

- Assist with developing a digital communications plan
- Recommend, create and implement content for the different communication channels, as agreed /signed off by Director and Fundraising Manager
- Ensure communications are integrated across all channels

- Assist with building an inhouse library of photos and videos for use across all media, ensuring all appropriate permissions are in place
- Keep up-to-date with digital developments within fundraising and communications and make recommendations for improvements

Record keeping and legislation

- Maintain accurate records within inhouse supporter database
- Ensure adherence to GDPR regulations
- Depending on growth of supporter base, implement transfer of supporter data to external CRM (e.g. Donorfy)

Monitoring and evaluation

- Agree objectives for each channel
- Use each channel's analytics to regularly monitor and evaluate performance
- Make recommendations for improvements, based on evaluations

Wider duties

- Assist Fundraiser and Director on wider fundraising and communications activities if needed
- Undertake occasional work outside of regular office hours if needed
- Build good working relationships with staff, volunteers, Trustees and community members

PERSON SPECIFICATION

This role would suit a candidate with a good understanding of individual supporter fundraising and digital communications, who has a proven ability to develop individual supporter relationships thoughtfully and who has a commitment to human rights and to Room to Heal's purpose.

Knowledge, skills & experience

Essential

- Experience gained in a fundraising, direct marketing or digital marketing role
- Excellent written skills, good IT & social media skills and good administrative skills
- A proven track record of building individual relationships, securing donor/customer loyalty/retention and sustainably increasing income
- Digitally literate - familiar with Facebook, Instagram, Twitter, email marketing, web etc. - with ability to monitor analytics and make recommendations for improvements
- Experience of creating content for digital channels

Highly desirable

- Voluntary sector experience, including working knowledge of individual supporter and digital fundraising legislation and GDPR regulations

Desirable

- Experience of working with, or knowledge of challenges facing, refugees and asylum seekers

Abilities

- A self-starter who has the ability to hit the ground running
- Ability to form good working relationships, both internally and externally, and able to work in a highly collaborative manner
- An excellent communicator
- Ability to work on own initiative to meet agreed objectives
- Ability to work quickly and to agreed deadlines
- Ability to maintain accurate and confidential records within a database

Values and behaviours

- A commitment to Equal Opportunities, diversity and inclusion
- An understanding of, and sympathy with, Room to Heal's values, ethos and purpose
- Conscientious, organised, self-motivated
- Positive and solution-focused approach
- Flexibility of approach and ability to work collaboratively in a small, mutually supportive team

Other:

- Subject to a successful DBS check for working with vulnerable adults