

Job Title: Senior Digital Fundraiser



Responsible to: Fundraising Manager

Salary: c. £30,000 - £33,000 per year depending on experience (pro rata £12,000 - £13,200 per year)

Employment term: 2 days per week (based on 37.5 hours per week), permanent 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: applications to be reviewed on a rolling basis

Interviews: Likely to be conducted via Zoom or Google Meet, dates to be confirmed

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 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, creative 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 and Purpose of role

We're predominantly funded by Trusts and Foundations, and need to diversify our income streams to improve financial resilience and organisational sustainability. We have a small number of loyal individual supporters and now need to increase both the number of supporters and increase individual giving income in a sustainable way, year on year.

We're looking for someone who can develop Room to Heal's relationships with individual supporters. The post holder will be responsible for identifying and maximising income through targeted communications and stewardship with new and existing individuals, including ad hoc donors, regular givers, lapsed donors, volunteers and legacy donors. The post holder will also be responsible for developing and coordinating fundraising and communications across our digital channels.

JOB DESCRIPTION

Key responsibilities

- Review, develop and implement a fundraising strategy for individual donors, to create a growing, sustainable income stream, adhering to targets and plans agreed with the Fundraising Manager

Key activities

- Review existing ad hoc and regular giving supporters, recommend and implement plan to build relationships and sustainably increase income
- Review, recommend and implement plan for recruiting new supporters and reactivating lapsed supporters and sustainably increase income
- Research, develop and implement community and/or challenge events/activities - in-person or remote as needed - including promotion of, and coordination of, events
- Identify potential major donors and legators and work with Fundraising Manager to develop stewardship and fundraising opportunities for these individuals
- Review and improve stewardship communication materials for individual supporters to ensure a smooth supporter journey
- Coordinate fundraising and communications to individuals through digital channels, with an initial focus on email communications via Mailchimp, plus Facebook, Instagram, Twitter, website, JustGiving, Donr, LinkedIn
- Explore additional digital channels eg TikTok and make recommendations if appropriate and cost-effective
- Assist with developing a social media strategy & calendar
- Assist with building a library of images, video clips and case studies that can be used across all forms of fundraising and communications
- Monitor and evaluate communications and fundraising activities and implement learnings to continually improve activities
- Review, improve and keep updated Room to Heal's inhouse database for individual supporters, ensuring accurate records & GDPR adherence
- Work with Finance Manager to maximise Gift Aid income
- Produce online and offline materials to support fundraising as needed (e.g. develop web copy, thank you cards)
- Provide ad hoc support to the Fundraising Manager and Director on fundraising and communications activities as needed
- 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 Fundraising Manager's communications with Trusts & Foundations

Other requirements

Record keeping and legislation

- Maintain accurate records within inhouse supporter database (currently using Donorfy)
- Ensure adherence to GDPR regulations
- Maintain security of all confidential and sensitive information

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 Fundraising Manager 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 proven experience and understanding of individual supporter fundraising and digital communications, the ability to meet/exceed fundraising targets, a willingness to and who has a commitment to human rights and to Room to Heal's purpose.

Knowledge, skills & experience

Essential

- Proven track record of successfully fundraising from individual supporters, including building individual relationships, securing donor/customer loyalty/retention and sustainably increasing income
- Proven track record of meeting /exceeding fundraising targets
- Proven track record of using email marketing for individual fundraising
- Excellent communication skills and ability to write persuasively using email (e.g. direct mail, newsletters) and social media
- Tactful communicator, sensitive to Room to Heal's beneficiaries' experiences and ability to communicate their experiences and need for support in a sensitive and nuanced manner
- Good attention to detail - both written and numerical detail
- Good IT skills including Google Suite and Microsoft Office
- Proven ability to effectively use a CRM/individual supporter database (e.g. Donorfy or similar)
- Good organisation and administrative skills
- Experience of managing digital channels in a professional context - e.g. Facebook, Instagram, Twitter, email marketing, web etc. - with ability to monitor analytics and make recommendations for improvements
- Working knowledge of relevant best practice, including but not limited to Fundraising Regulator Codes of Practice, GDPR, Gift Aid
- Good understanding of UK fundraising trends and willingness to explore new opportunities for income development from individual supporters
- Experience of creating content for digital channels

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 remotely, both within Room to Heal and with Room to Heal's supporters, and ability 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