



# Fundraiser

**Responsible to:** Director

**Salary:** £33,000 - £37,000 per year depending on experience (pro rata)

**Hours:** 2.5 days per week with some flexibility (based on 37.5 hours per week), which could be spread across the week

**Contract:** Permanent, subject to successful completion of a 3-month probationary period

**Location:** Hybrid. This post can be carried out remotely, with some need to attend meetings in London from time to time. The wider team is currently working between the office in Newington Green, at Culpeper Community Garden in Islington, and remotely from home.

**Application deadline:** Monday 16th October at 9 AM

**Interviews:** W/c 30th October; via Google Meet

**Start date:** As soon as possible



## ABOUT ROOM TO HEAL

Room to Heal is a human rights charity based in London. We support refugees and people seeking asylum 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.

Our work is successful. We have a proven track record of helping community members experience improved mental health, and improved access to housing, welfare, healthcare, education, good quality legal support and help to navigate the asylum system.

## ABOUT THE ROLE

We're looking for an enthusiastic and committed Fundraiser to join our small, friendly team on a part-time basis.

This role will work closely with the Fundraising Manager to help raise money from trusts and foundations and will have responsibility for individual giving fundraising.

### Main Focus

- To research, explore and secure new funding opportunities, primarily with trusts and foundations;
- To grow income from individual supporters, through creating engaging fundraising communications and activities, and through building supporter relations, primarily via digital channels

### Role Description

#### *Trusts and Foundations*

- Identify new potential funders that match Room to Heal's work, direction of development and ethos
- Prepare and submit high quality funding proposals and budgets in accordance with timetables and application criteria, working closely with the Fundraising Manager and wider staff team

#### *Individual Giving*

- Maintain and increase income from individual supporters primarily through digital channels including email, social media platforms, and Room to Heal's website.
- Working with Fundraising Manager & Director, create regular, engaging fundraising communications to individual supporters via digital platforms
- Develop and deliver supporter journeys
- Ensure all digital platforms (JustGiving, Mailchimp, Donorfy, Crowdfunder, FaceBook, Instagram etc.) are integrated to maximise communications and relationships with supporters

#### *Communications*

- Write and/or edit content for our web site, supporter emails and social channels ensuring that our content is aligned with our messaging, values and tone of voice
- Create engaging multimedia content, including graphics and videos to share across our owned digital channels.

- Work closely with Room to Heal's team of therapists and caseworkers to collect case studies for funders, and for use in wider donor communications.
- Ensure fundraising and campaigns communications are integrated

### *Monitoring & Evaluation*

- Produce accurate and timely reports to trust and foundation funders
- Provide regular analysis on the effectiveness of digital communications to individual supporters

### *Record Keeping*

- Maintain accurate funder and individual supporter records

### *Other*

- Potential to develop other areas of income generation (e.g. legacy giving, corporate support) if time allows
- Ensure compliance with GDPR and Fundraising Regulator's Code of Practice and other relevant fundraising and charity regulations
- Undertake occasional work outside of regular office hours if needed
- Be responsible for your own health & safety at work in line with our Health & Safety policy

## PERSON SPECIFICATION

Ideally you will have experience of trust fundraising and/ or individual supporter fundraising and a commitment to Room to Heal's purpose.

This role would suit a candidate who enjoys creating content across a range of different mediums for a range of audiences and platforms and is enthusiastic about increasing funding and support for a small but growing human rights charity. We're looking for someone who can think strategically to help us identify creative opportunities to grow and diversify our funding base, as well as playing a leading role in securing funding from trusts and foundations.

### Essential

- Excellent written and spoken communication skills, with ability to inspire others to support Room to Heal
- Ability to tailor communications to different audiences and different media/platforms
- Tactful communicator, sensitive to Room to Heal's community members' experiences and ability to communicate their experiences in a sensitive and nuanced manner
- Excellent attention to detail - written and numerical
- Excellent IT skills e.g. Google Suite, Microsoft Office
- Excellent organisational and administrative skills to plan and carry out own workload
- 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 within a small team
- Ability to work on own initiative to agreed deadlines
- A positive and friendly approach to work
- A commitment to Equal Opportunities, diversity and inclusion
- A commitment to Room to Heal's values, ethos and purpose

### Desirable

- Ability to work with data/information on different digital platforms and maximise integration of platforms (e.g. Donorfy, JustGiving, Mailchimp, Donr, Crowdfunder, etc.) - training provided if required
- Comfortable and competent in communicating with supporters via email marketing (Mailchimp), social media (Facebook, Twitter, Instagram), website etc. and ability to monitor analytics and make recommendations for improvements
- Experience with basic graphic design and video/audio editing for social media, using platforms such as the Adobe Suite, or Canva.
- Proven experience of building strong supporter (or customer) relationships
- Proven experience of fundraising /raising income to achieve agreed targets
- Working knowledge of relevant fundraising best practice, e.g. Fundraising Regulator Codes of Practice, GDPR, Gift Aid
- Interest in, and/or knowledge of, challenges facing, refugees and people seeking asylum

### Other

- Flexible approach to supporting team members with urgent or priority projects on occasion
- Subject to a successful DBS check for working with vulnerable adults and children

## EMPLOYEE BENEFITS

- Psychosocial support available on request
- 33 days of annual leave (25 + 8 bank holidays) pro rata
- 4% employer contribution pension
- Staff wellbeing focus, with monthly team sharing spaces
- Opportunities to reflect on and apply your lived experience together with Room to Heal staff so as to benefit the Room to Heal community
- An organisation committed to anti-racist behaviours
- An understanding of the impact of race and intersectional identities in the context of our work, in externally facilitated quarterly staff development sessions during 2023.

## HOW TO APPLY

Please send your CV, covering letter and an anonymised writing sample (up to 2 pages) to Jane Matthews, Fundraising Manager. Your cover letter should explain how your experience and skills meet the person specification.

If you would like to have a chat before applying, please email Jane at [jane.matthews@roomtoheal.org](mailto:jane.matthews@roomtoheal.org)

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