

JOB DESCRIPTION

Job title: Supporter Development Fundraiser

Service: Fundraising

Salary: Grade 2 Point 16 – 19

Hours: 37 hours per week

Location: Head Office, London

Responsible to: Supporter Development Manager

Summary of job:

The Supporter Development Team are responsible for an exciting new programme of Individual Giving; the ideal role holder will enjoy getting involved as it continues to grow and become an established source of income for Family Action. You will also be involved in our work with major donors, legacies and in memoriam giving. There is a real opportunity to help shape Individual Giving for the organisation, and develop strong digital fundraising skills.

Key tasks and responsibilities:

1. Supporting Supporter Development Manager in the development of all engagement with individual supporters including individual giving (acquisition and engagement), digital fundraising, in memoriam, legacy and major donors.
2. Supporting in the writing and disseminating donor communications, including appeals, e-newsletters, and relevant website fundraising pages.
3. Managing email marketing, using appropriate levels of automation.
4. Supporting the development and implementation digital campaigns to acquire new donors, including social media activity, email activity and website conversion pages.
5. Maintaining accurate records on the CRM database.
6. Using the CRM to analyse and report on campaign performance.
7. Providing the team with administrative support as required.
8. Maintaining accurate Gift Aid records and supporting on Gift Aid Claims as needed.
9. Placing donor care as paramount, providing excellent customer service.
10. Participate, engage in and support organisational meetings and internal and external events as required.
11. Flexibility to support the Fundraising team and organisation more widely when required.

12. Ensure you have an understanding (appropriate to your role) of, and comply with Family Action's procedures for, promoting and safeguarding the welfare of children and vulnerable adults.

13. Comply with Family Action's Diversity & Equality Policy and Ethical Policy in every aspect of work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.

14. Comply with Family Action's Health and Safety Policy, Data Protection Policy and protect your own and others' health, safety and welfare.

15. Work flexibly as may be required by the needs of the service and carry out any other reasonable duties as required.

Person Specification

1. Passionate about fundraising, with at least 2 years' experience of fundraising or direct marketing, and experience in Individual Giving or supporter care will be most relevant. Other fundraising experience also advantageous.
2. Strong digital skills; the ability to learn and feel comfortable with new systems including digital marketing tools and social media management tools.
3. Experienced in the use of CRM system or databases. Family Action uses Salesforce for which training will be provided.
4. Solid understanding of delivering excellent customer service (internally and externally).
5. Excellent attention to detail, ensuring accuracy when analysing and reconciling reports and data.
6. Experience of working in a team and managing work in pressurised situations without sacrificing quality of work, attention to detail or courtesy. The ability to organise workload and meet competing priorities.
7. Strong interpersonal skills; proactive, positive and creative attitude to problem solving.
8. Strong organisational and administrative skills including IT (Microsoft Office, Google documents etc).
9. Ability to work outside of office hours and country-wide travel on occasion.
10. A commitment to equal opportunities and diversity and equality.
11. Be able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
 - a) Being people focused
 - b) Reflecting a 'can do' approach
 - c) Striving for excellence in everything we do
 - d) Having mutual respect for everyone we work with, work for and support through our services