

Job Pack:

# Fundraising and Communications Officer



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## 1. Letter from the Fundraising Manager

CHILDREN  
ON THE EDGE



Thursday 14th July

Dear Applicant,

### **Fundraising and Communications Officer**

Thank you for your interest in the role of Fundraising and Communications Officer at Children on the Edge. The role is a great opportunity to work for a dynamic organisation making a difference to lives of vulnerable children around the world.

We are looking for someone to bring fantastic energy, ideas and a pro-active way of working to help support our fantastic fundraisers and help us maximise income from challenge events, community fundraising and our regular donors.

We are looking for someone ready to develop their skills in fundraising, marketing or communications and who is looking to learn within a small organisation bringing change to vulnerable children across the globe. We are a small but very relational team so the right candidate wont be fazed by pitching in across our fundraising and communications team; picking up the phone to supporters , helping craft compelling communication that inspires our fundraisers and generous donors, but equally wont mind posting out collecting tins and t-shirts.

This is a great time to join Children on the Edge, our projects are bringing significant change to some incredibly needy situations and we are looking for the right corporate partnerships to help bring change to these situations.

Children on the Edge is an international NGO based in West Sussex that works with marginalised and vulnerable children around the world. If you think you have the skills we need and the desire to be part of a small yet strong UK team, we would be delighted to hear from you.

I look forward to receiving your application.

Your sincerely

A handwritten signature in black ink that reads 'Eloise'.

Eloise Armstrong

Fundraising Manager  
Children on the Edge

## 2. Role Profile

|                       |   |
|-----------------------|---|
|                       |   |
| Job title             | Fundraising and Communications Officer  |
| Hours                 | Full-time 5 days per week, 37.5 hours   |
| Salary                | £19,000 - £23,000 (depending on experience)   |
| Location              | Chichester, West Sussex, UK   |
| Reports to            | Fundraising Manager   |
| Responsible for       | None  |
| Purpose               | <p>To provide fundraising support and manage relationships with a wide range of our supporters, including individual donors, regular donors, challenge participants and community groups.</p> <p>To write and create fundraising communication and marketing to help promote and celebrate fundraising opportunities through digital media, social media, print and press advertising.</p> <p>To be pro-active in maximising income (including income from Gift Aid), increasing donor retention and increasing fund-raising event participation.</p> |
| Key External Contacts | <b>Children on the Edge</b> supporters, regular donors, challenge participants, third-party fundraisers, community and faith groups.  |
| Key Internal Contacts | <b>UK:</b> All staff, in particular working with Fundraising Manager and Communications Officer<br><b>Global:</b> Asia Regional Manager   |
| Other Considerations  | Some out of office hours may be required from time to time. If required, to undertake occasional international travel.  |

| <b>Key Accountabilities</b>                              | <b>Key Elements</b>   | <b>% of time</b> |
|--|---|------------------|
| Individual Giving and Third Party Fundraising            | <ul style="list-style-type: none"> <li>• Support individual fundraisers to maximise income from fundraising events, including maximising Gift Aid</li> <li>• To build relationships with supporters that encourage them to support Children on the Edge again</li> <li>• Create opportunities to grow income from new supporters</li> <li>• Respond to fundraising enquiries from the public</li> </ul>   | 20%              |
| Regular Donors   | <ul style="list-style-type: none"> <li>• Process income from regular donors and provide monthly reporting</li> <li>• With input from our Communication Officer coordinate regular online communication, videos, emails and occasional printed newsletters to regular donors</li> <li>• Create opportunities to grow income from supporters in other income streams or through new events</li> </ul>   | 10%              |
| Community Groups, Faith Groups, Schools and Universities | <ul style="list-style-type: none"> <li>• Support groups, schools and universities who are fundraising for Children on the Edge and help them to maximise income from fundraising</li> <li>• Helping retain supporters through a donor journey to other fundraising opportunities with Children on the Edge</li> <li>• Carry out research into potential high value fundraising opportunities in schools and universities and community groups.</li> <li>• Occasionally represent the charity at community groups and schools, giving short talks or assemblies.</li> </ul>  | 10%              |
| Challenge Events   | <ul style="list-style-type: none"> <li>• Chichester Half Marathon - Manage process of adding participants onto our database, sending out t-shirts, supporting fundraisers and helping maximise income from fundraising</li> <li>• Chichester Half Marathon - Helping promote the event and fundraising opportunities through e-mail newsletters, social media and local advertising</li> <li>• Promoting challenge events to existing and new supporters (including running, cycling, hiking, walking events) and helping supporters to maximise fundraising from events</li> <li>• Helping retain supporters through a donor journey to other fundraising opportunities with Children on the Edge</li> </ul> | 20%              |

| <b>Key Accountabilities</b> | <b>Key Elements</b>  | <b>% of time</b> |
|-----------------------------|--|------------------|
| Campaigns and Projects      | <ul style="list-style-type: none"> <li>• Lead our Christmas ‘Season of Hope’ wrapping paper fundraising campaign</li> <li>• To assist the Fundraising team in delivering online campaigns, seasonal fundraising projects and events where required</li> </ul>  | 15%              |
| Communications              | <ul style="list-style-type: none"> <li>• Coordinate online communications to existing and new supporters; including mass email lists, social media posts and online marketing, to promote fundraising opportunities and campaigns</li> <li>• With input from our Communication Officer, write and produce compelling copy to share Children on the Edge’s news and projects to supporters through newsletters, mass emails and social media posts.</li> <li>• Produce or update fundraising materials as needed. Coordinate purchasing of fundraising supplies and materials.</li> </ul> | 10%              |
| Planning and Reporting      | <ul style="list-style-type: none"> <li>• With Fundraising Manager help plan monthly targets to achieve fundraising strategy, and provide feedback to wider UK team</li> <li>• Produce regular reporting on fundraising activity and projected income</li> <li>• Assisting in reporting on online activity through social media analytics and google analytics</li> </ul>   | 5%               |
| Fundraising Administration  | <ul style="list-style-type: none"> <li>• When required assist in acknowledging and thanking supporters</li> <li>• Maintaining record keeping of donor activity and information on our database, and ensure fundraising</li> <li>• Regularly gather and update fundraising data from online tools (Just Giving, Virgin Money)</li> <li>• Assist in updating financial records and banking in absence of Office Manager</li> </ul>   | 10%              |

### 3. Person Specification

|                           | Essential   | Desirable  |
|---------------------------|---|--|
| <b>Knowledge</b>          | <ul style="list-style-type: none"> <li>• Customer Relationship Management (CRM) databases and spreadsheets</li> </ul>   | <ul style="list-style-type: none"> <li>• Knowledge of Salesforce</li> <li>• Fundraising techniques</li> <li>• Knowledge of charity law and Gift Aid</li> <li>• Social Media trends and online fundraising techniques</li> </ul>                            |
| <b>Skills</b>             | <ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills</li> <li>• Confident face to face and telephone communication</li> <li>• Computer literate with MS Office and databases</li> <li>• Good time management skill</li> <li>• Excellent organisational skills with attention to detail</li> <li>• Able to generate and organise own work load, meet deadlines and multitask and work pro-actively</li> <li>• Excellent customer service skills</li> </ul> | <ul style="list-style-type: none"> <li>• Familiar with Apple computers and applications</li> <li>• Excellent verbal presentation skills</li> <li>• Budget management and reporting</li> <li>• Using web analytics</li> </ul>                               |
| <b>Experience</b>         | <ul style="list-style-type: none"> <li>• Sales, Customer service or Fundraising experience</li> <li>• Writing copy and/or online content for a variety of audiences</li> </ul>  | <ul style="list-style-type: none"> <li>• 2 years experience working in an office environment preferably in marketing, communications or fundraising environment</li> <li>• Digital communication, social media marketing or blogging experience</li> </ul> |
| <b>Personal Qualities</b> | <ul style="list-style-type: none"> <li>• Team player</li> <li>• Enjoys working proactively</li> <li>• Teachable and ready to learn</li> <li>• Enthusiasm for justice and international development</li> <li>• Drive to achieve targets</li> </ul>   |  |
| <b>Qualifications</b>     | <ul style="list-style-type: none"> <li>• Educated to A-Level</li> </ul>   | <ul style="list-style-type: none"> <li>• Degree in relevant subject</li> <li>• Full Driving License</li> </ul>   |

#### **4. Working at Children on the Edge**

**The salary range we offer for this post is:**

£19,000 - £23,000 depending on experience.

**The hours we work at Children on the Edge:**

A normal working week consists of 37.5 hours. This role is full-time, 9am to 5.00pm.

**Our holiday entitlement is:**

23 days per year plus Public Holidays for full time staff.

**This contract is:**

Offered as permanent contract

**The probation period for all appointments is:**

Subject to satisfactory completion of the first six months of employment.

**Our pension scheme:**

Children on the Edge will contribute 5% to one of two chosen stakeholder pension plans.

**Additional Benefits:**

We operate a childcare voucher and eye-care scheme

**Where we are located:**

5 The Victoria, 25 St Pancras, Chichester, West Sussex, PO19 7LT

**Child Protection:**

Candidates will be expected to comply with our child protection policy.

## 5. The Recruitment Process

To apply, email your application to Eloise Armstrong  
[eloisearmstrong@childrenontheedge.org](mailto:eloisearmstrong@childrenontheedge.org) with

- Your CV
- A supporting statement showing how you meet the person specification
- Any references you may have (Successful candidates will be required to provide two references, including one professional one)

The closing date for applications is **1pm Thursday 4th August 2016**

First interview will be held on Monday 8th August and second interview on Thursday 11th August 2016.

If you have any queries about this role, please contact Eloise Armstrong on 01243 538530 or [eloisearmstrong@childrenontheedge.org](mailto:eloisearmstrong@childrenontheedge.org)