

**Individual Giving and Digital Officer**

June 2022

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| **Job title: Individual Giving and Digital Officer** | **Team: Fundraising**  |
| **Accountable to: Senior Individual Giving Manager** | **Line managing: N/A** |
| **Salary: £26,000****Pension**: Automatic enrolment into the People’s Pension scheme after 3 months | **Hours: 5 days a week****Place of work:** Flexible working, remotely, but will be required to travel to our office in Aldgate, East London as and when required (2-3 times a month which will increase during busy periods)  |
| **Disclosure: Enhanced** | **Contract: Permanent**  |

**Tackling the root causes of homelessness in East London**

For homeless people, or those at risk of homelessness, finding employment and housing opportunities can feel like an uphill battle, even more so if they’re affected by physical, mental health or substance misuse issues. Providence Row works with around 1,800 homeless and vulnerably housed people a year in London, offering an integrated service of crisis support, advice and recovery programmes. We ensure that people often excluded from mainstream services gain the support and opportunities they need to create a safe, healthy and sustainable life away from the streets. Central to our work are our core values of Compassion, Respect, Inclusiveness, Empowerment and Justice. These inform the content, style and delivery of all our services.

Key responsibilities include but are not limited to the following:

**Administrative**

• Logging fundraised income and delivering weekly and monthly income reports.

• Thanking and stewardship of our donors.

• Responding to enquiries from current and potential supporters.

• Managing our photo library.

• Liaising with finance to ensure accurate tracking of income.

• Supporting the wider work of the Fundraising & Marketing team where required.

**Digital Fundraising**

* Supporting the development, planning and execution of Providence Row’s digital strategies.
* Supporting the development of Providence Row’s digital presence, paid and organic, across all social media channels.
* Content development and creation across all digital channels.
* Working with the Senior individual Giving Manager, and/or agencies, to develop, plan, implement digital campaigns.
* Be responsible for professional development and complete necessary training.
* Measuring and reporting performance of all individual giving campaigns, and assess against goals (ROI and KPIs).
* Identify trends and insights, and optimize spend and performance based on the insights.
* Brainstorming new and creative growth strategies.
* Supporting the development of engaging digital content, involving our clients. Where possible using a range of innovative and engaging methods/communications to share interesting stories, case studies and news about Providence Row (videos, audio, comic strips etc).

**Data base**

* Ensure supporter records are maintained and kept up to date

**General**

* Contributing to the overall development of Providence Row’s strategies and plans.
* Ensuring the organisational values of respect, inclusiveness, compassion, justice and empowerment are reflected in your work.
* Any other responsibilities as may be reasonably required from time-to-time as agreed by your line manager.
* Able to undertake occasional evening and weekend work.

The post holder reports to the Senior Individual Giving Manager.

**Person specification**

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| Area | Essential | Desirable |
| Knowledge and skills | Good understanding of donor experience and relationship management | Understanding of the Fundraising regulations |
| Understanding of GDPR guidelines | Knowledge of the fundraising codes of practice |
| Excellent written and verbal communication skills |   |
| Previous experience with database |   |
| Be able to research analyse and interpret data |   |
| Experience | Previous admin experience - able to use Microsoft Office programmes efficiently | Experience of paid and organic activity using Facebook, Instagram, Twitter and LinkedIn |
| Experience of digital marketing | Experience with email marketing platforms such as Mailchimp |
| Ability to work to deadlines and schedules with strong attention to detail |   |
| Ability to work on multiple tasks to meet necessary and agreed deadlines  |   |
| Ability to maximise opportunity within the wider fundraising sector |   |
| Able to work on own initiative |   |
| Person Specification | Good organisation and analytical skills |   |
| Demonstrate a positive can-do attitude |   |
| Excellent interpersonal skills and be confident in speaking to donors and stakeholders on the phone and via email |   |
| Take a professional approach and be responsible for own development opportunities |   |
| Ability to work well as part of a team  |   |
| Be responsible and self-motivated |   |
| Other | Committed to the work and values set out by Providence Row |   |
| Be flexible and able to travel as needed |   |
| Be willing to undertake some out of hours (evenings or weekends) working if necessary |   |