Job Title Donor Engagement Officer

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| **Reporting to** | **Head of Fundraising and Communications** | **Job Level:** |
| **Department** | **People and Programmes** | **Level 3 – First Line Managerial / Qualified Practitioner / Specialist** |
| **Location** | Hove, East Sussex/hybrid working (three days in office) |
| **Contract** | Permanent, 30 hours per week each |
| **Accountability** | No budget responsibility. This role will have some responsibility for line management and supervision of freelancers and volunteers. |

**Where you fit**

**Job purpose**

This role is responsible for stewarding and communicating with donors, supporters and partners via our CRM and through phone calls, emails and in person, to develop and maintain long-lasting, positive relationships and secure donations.

You will also have responsibility for creating and delivering impactful communications that support promotional and fundraising activities and campaigns.

**About us**

We help children and young people have a fair chance to be who they want to be. We do this by providing a safe home, increasing life skills and self-confidence and improving emotional wellbeing and mental health. Each year, we support thousands of children and young people up to the age of 25 across Sussex and Surrey. We offer support in three service areas:

* Housing provision and sustaining accommodation
* Specialist information, advice and support
* Emotional wellbeing and mental health.

We are a member of the YMCA Federation of England & Wales and are guided by their vision of *‘transforming communities, so all young people can belong, contribute & thrive’.* This vision reflects the original Christian foundation of the YMCA movement, but with a clear emphasis on being an inclusive organisation. Our values - *we welcome all, we inspire, we support, and we speak out* - guide us in all our actions.

**Responsibilities**

**Fundraising**

1. Deliver our donor engagement strategy to make sure we retain and acquire supporters and grow income from individual giving.
2. Day to day administration of all supporter engagement and stewardship of new and existing donors; managing our CRM database (Donorfy), coordinating bulk email marketing via Mailchimp and processing donations (training on systems provided). Personalised outreach and thank-you communications to retain existing donors and attract new ones.
3. Manage and track donations across all digital channels (Just Giving, Gift Aid) and liaise with the Finance Team on appropriate allocations and income.
4. Work with the Head of Fundraising and Communications to produce regular reports on fundraising income and donations matched against key performance indicators for the team, the Extended Leadership Team and Board of Trustees.
5. First point of contact for community fundraisers; providing support and resources, thanking and working to develop positive, ongoing relationships.
6. Assist the team with the coordination and promotion of YMCA DownsLink Group events and campaigns, such as our Christmas campaign, skydive, half/full Marathon and the YMCA England and Wales Youth Matters Awards.

**Communications**

1. Act as first point of contact for all fundraising and communications queries, both external and internal.
2. Promote YMCA DLG’s appeals and campaigns through the creation of engaging content that drives donor acquisition and retention across our website, printed materials, email marketing, direct mailshots and social media.
3. Update written content for a range of fundraising content and materials across YMCA DownsLink Group channels.
4. Assist the Digital Marketing Manager to plan, create and post social media fundraising/promotional content.
5. Develop strong and effective relationships with colleagues across the organisation, delivering proactive campaigns.
6. Maintain team filing system including promotional material database.

**General**

1. Work to our vision, mission and values
2. Be committed to continuing professional development and staying informed around best practice and regulations around fundraising and communications.
3. Comply with our policies and guidelines on safeguarding, health and safety, data protection and equity, diversity and inclusion, attend mandatory training, and abide by our Code of Conduct.
4. Carry out any other appropriate duties as directed by the manager to support and promote our work in accordance with the post holder’s capabilities.
5. Willingness to travel across Sussex and Surrey to visit YMCA DLG projects and services and attend meetings, events and conferences as required – acknowledging that some of these may be out of hours and involve overnight stays.

**Person specification**

**Knowledge and experience**

* Experience of working in a marketing, communications or fundraising team
* Experience of working with a CRM database (such as Donorfy) and/or email marketing software (such as MailChimp) and segmenting and designing effective and engaging supporter journeys (training on our systems will be provided).
* Experience of generating income from supporters, meeting fundraising targets and delivering objectives set as part of a fundraising strategy.
* Experience of managing social media channels and basic knowledge of other digital marketing – SEM, CMS, SEO, analytics and reporting.
* Experience of producing content (written, photographic, video) for a range of communication channels and for different audiences.
* Experience of organising events of any kind.
* Understanding of data protection, copyright and consent to use law, regulations and best practice.
* Experience of working in a housing association/charity (desirable)
* Knowledge and interest in the issues faced by children and young people with multiple and complex needs (desirable).

## **Skill and abilities**

* Excellent planning, administrative and time management skills
* Excellent written and verbal communication skills with the ability to create compelling content
* High standard of digital/IT skills including MS Office, database, email marketing software and social media
* Copywriting and proof-reading skills
* Ability to collaborate across a range of internal staff and volunteers, and manage external suppliers
* Ability to work flexibly as part of a team and independently.

**Employee declaration**

I confirm that I have read, understood and agree to the expectations outlined in the profile

Name: Date: Signed: